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HANDBAGS & Accessories

JANUARY 1976

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Spring Handbags

Personal Leather Goods Section

Accessories: What's wrong with our industry and what can we do about it?

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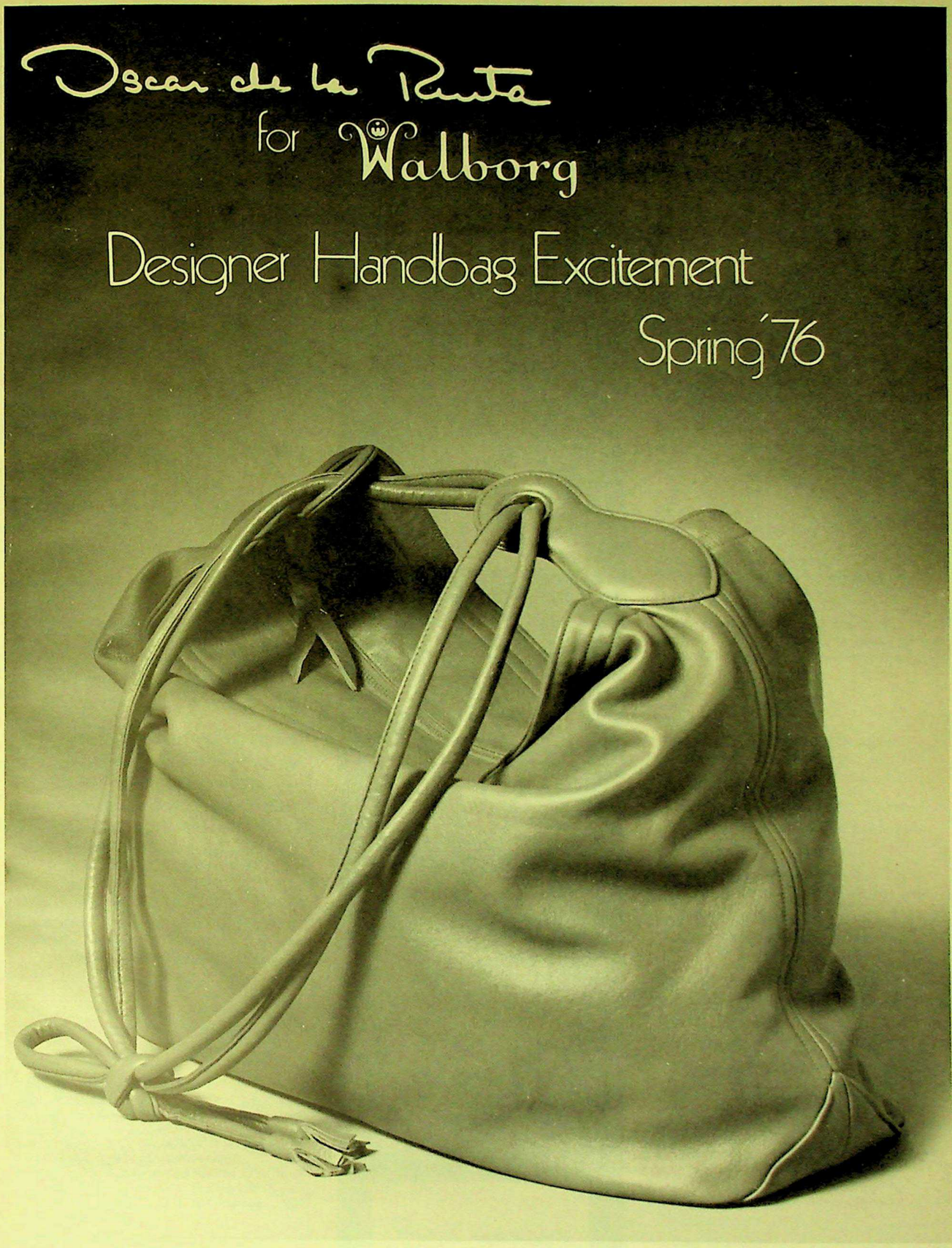

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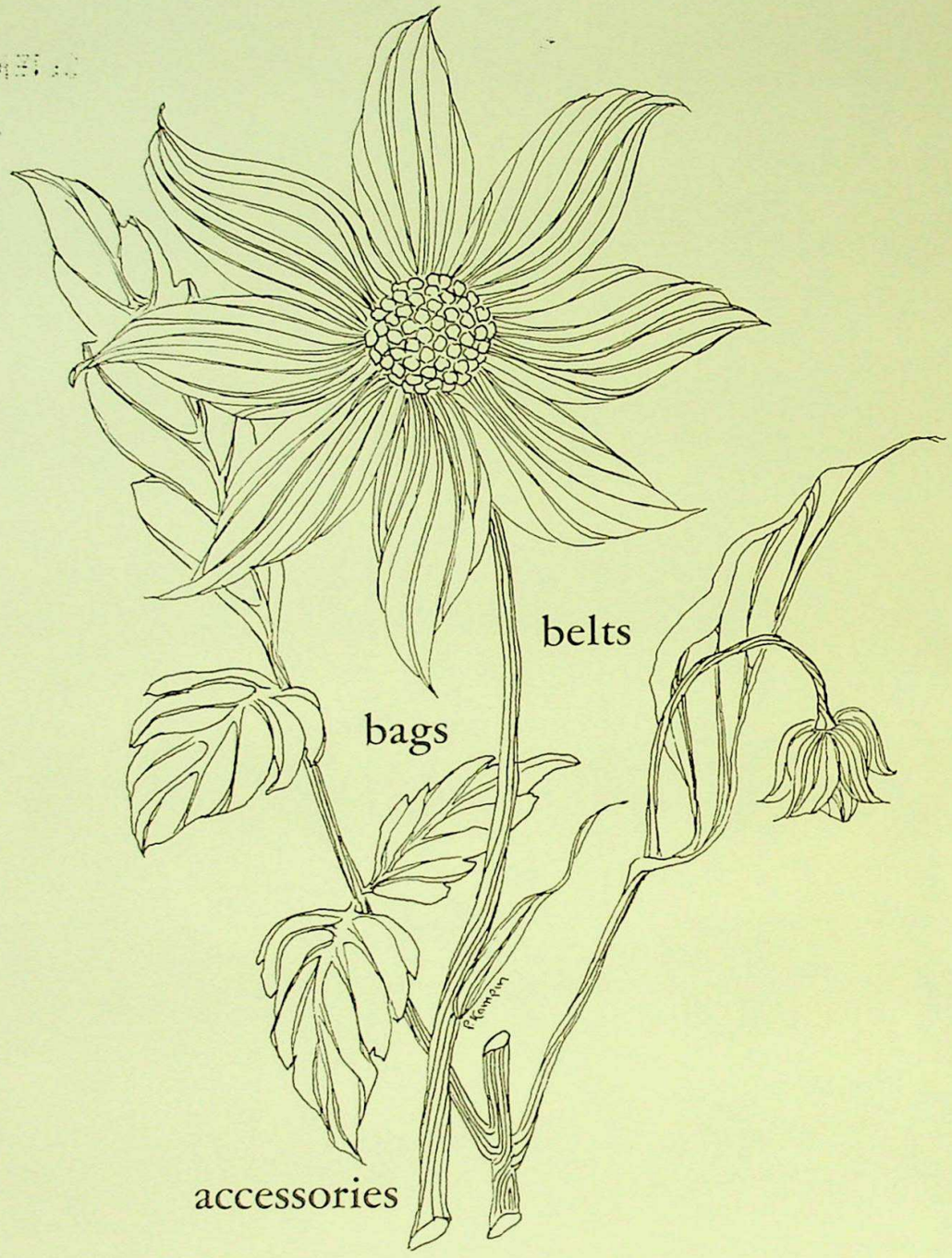

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Best wishes for the New Year!

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Reg. U.S. Patent Off. Vol. 78 No. 1

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JAN 19 1976

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Our cover
Spring symphony in blue. . .silk scarf by Pierre Cardin; pastel canvas hobo from Richmark; Jewelry from the Kuni (wood) collection at Magda K; leather belt with mother-of-pearl buckle by Abbe Creations. Two-piece menswear-striped shirt dress by Oscar de la Renta. Photographer: Laurie Constable. Photographed at Cobbs Mill Inn, Weston, Conn.

In this issue
Accessories—Spring/Summer 76

Special Illustrated Report:
Personal Leather Goods for Spring

Special Feature
A probe into some of the problems of our industry today—results of a survey of leading accessories retailers and manufacturers.

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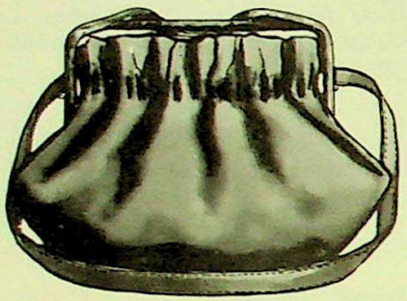
Casuals

for the new season from Burlington

Burlington offers a new exciting spring selection of leisure handbags made to order for the fashion-oriented ladies. Shown below are several styles that we think will capture your customers' hearts.

See these and all the new Burlington line at our Showroom.



Beautiful linen bag with tortoise frame and print lining that reflects a subtle charm.

burlington

Multi-colored canvas with plenty of pockets for keeping things in order.

Canvas with bamboo-print design blends old-world charm with today's fashion.

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Dear Ms Prowitt:

"THE LOOK IS FRESH"

Dear Ms. Prowitt:

Had to take a minute to let you know we think your November '75 cover is one of your best.

The colors are super, the look is fresh, young and appealing and to our delight, continues right through to the last page.

Congratulations!

Guy Pallone, President
Gaetano Handbags Corp.
NYC

"SIMPLY GREAT"

Dear Ms. Prowitt:

Please be advised that your magazine is simply great. You help in showing displays, keeping us posted on the newest of new in handbags and accessories, etc. Kindly accept our thanks for this complimentary subscription to your magazine.

Annamae Zurbrigg, Buyer
Leathergoods
Morley Brothers
Saginaw, Michigan

COMING IN FEBRUARY

- Tee shirts -- Big News for Spring-Summer '76
- Special Jewelry Feature

COMING IN MARCH

- Belt Market Report
- Umbrellas

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one name is enough.**

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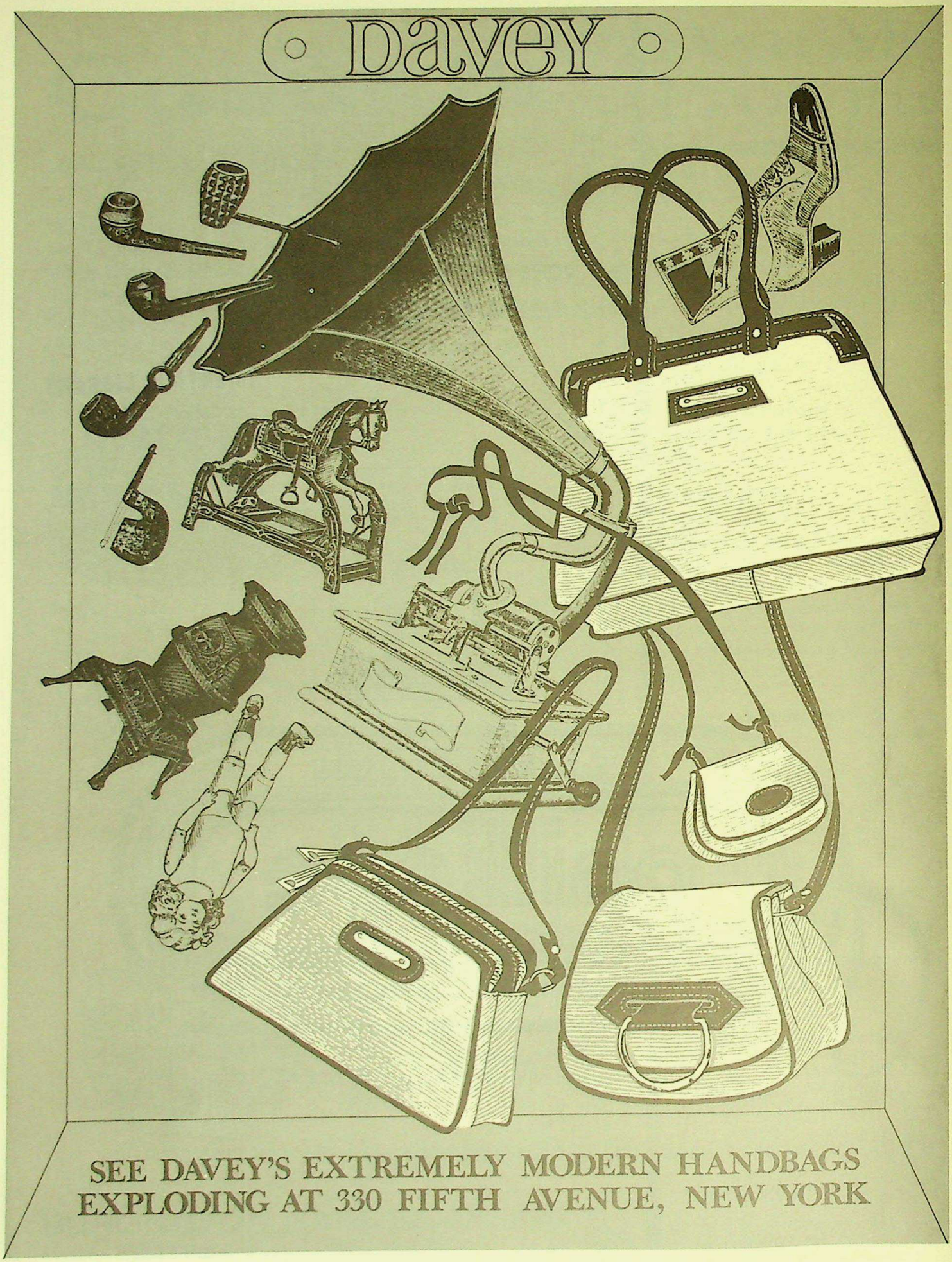
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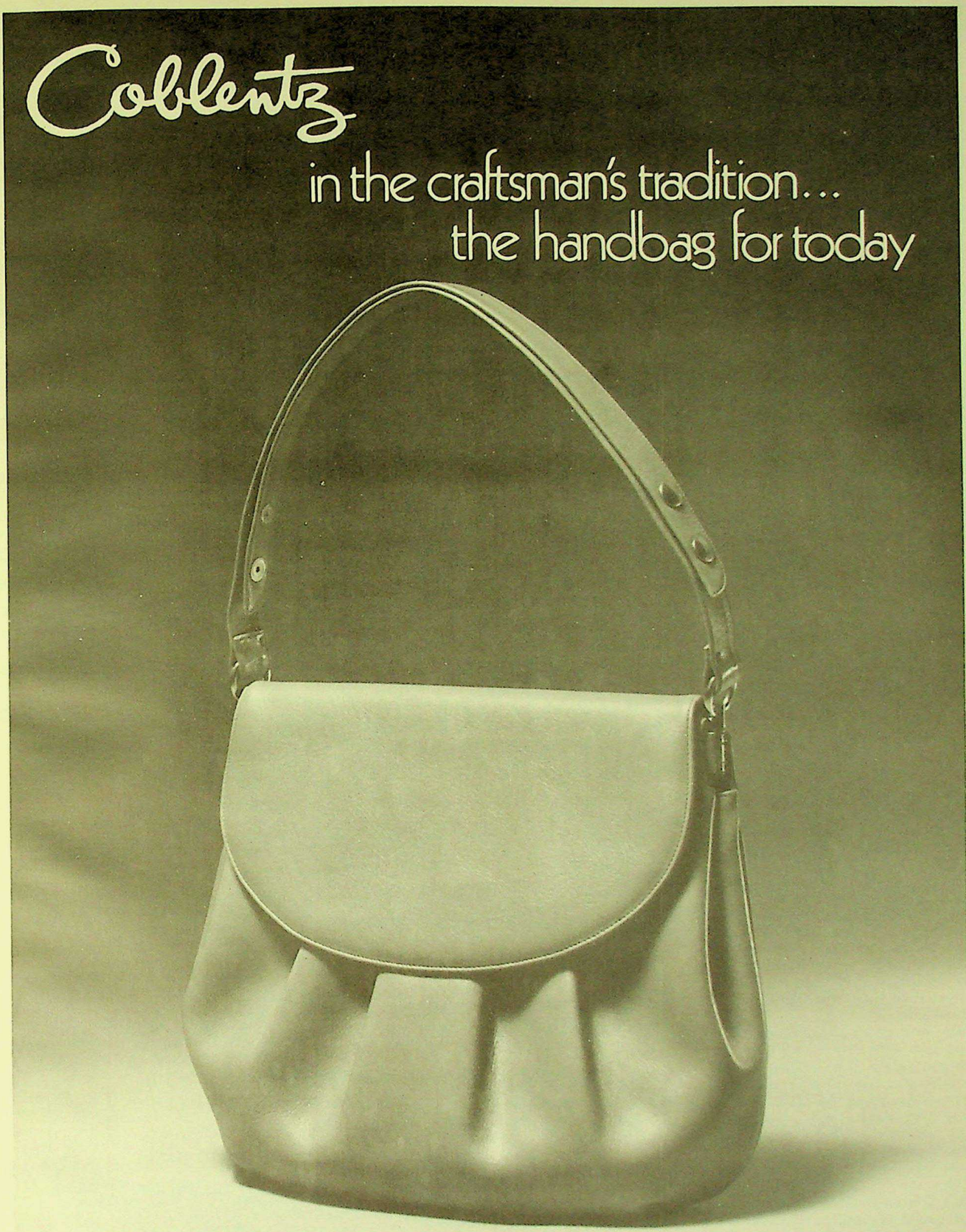

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7600 The envelope bag boasts a style of its own in this handsome patchwork design. Interior, with zippered pocket, snaps closed. Carry by the handles or tuck-away shoulder strap. $43.00.

7601 This designer-styled saddlebag has two large interior compartments and a clear vinyl zippered pouch. Adjustable shoulder strap, studded bottom, spring clasp. $48.00.

7602 A tri-pocket tote. The center pocket zips open to reveal an interior zippered pouch. Double straps for easy carrying, gold finished hardware. $60.00.

7603 A comfortably-sized, east-west bag with adjustable shoulder strap and convenient handle carrier. Concealed snap closure, interior zippered pocket and ornate hardware. $43.00.

7604 The Jumbo Bag offers a stylish way to carry-it-all. May be worn over the shoulder or carried by the handle grip. Interior zippered pocket, snap closure and designer hardware. $43.00.

7605 This facile frame bag opens wide to show a large interior with zippered pouch. The two exterior pockets have hidden zippers. Shoulder strap, leather pull-tabs. $45.00.

7606 The large feedbag is a masterpiece of design, from its oval-shaped, studded bottom to its concealed snap closure. Adjustable shoulder strap, interior zippered pocket and gold-finished hardware. $52.00.

7607 Finally there's an east-west bag that combines function and style. The double, adjustable shoulder straps follow the leather accents across the bag. The recessed, zippered mouth opens extra wide, revealing an interior zippered pocket. $52.00.

7608 The front snap bag offers a designer-crafted, exterior snap compartment and large interior compartment with zippered pocket. Concealed snap closure, double shoulder straps. $49.00.

7609 A tote bag doesn't have to look like a tote bag! The straight lines and smart styling of this bag set it apart from the ordinary. Double shoulder straps, snap closure, interior zippered pocket. $46.00.

7610 The half circle bag creates a unique look. The recessed zipper offers a wider opening. Padded double handles, interior zippered pocket. $47.00.

7611 This is the perfect-sized everyday bag. With handsome rolled leather handles, interior zippered pocket and wide center-zippered opening. $44.00.

7612 The Flap'n Tab tote is a definite sales clincher. This good-looking bag is perfect for shopping or visiting. Shoulder strap and interior zippered pocket. $49.00.

All prices Keystone/list.

Write for your closest representative:
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In New York, Pegasus is represented by Carpetbags of America, 330 Fifth Avenue, Room 301, New York, N.Y. 10001.

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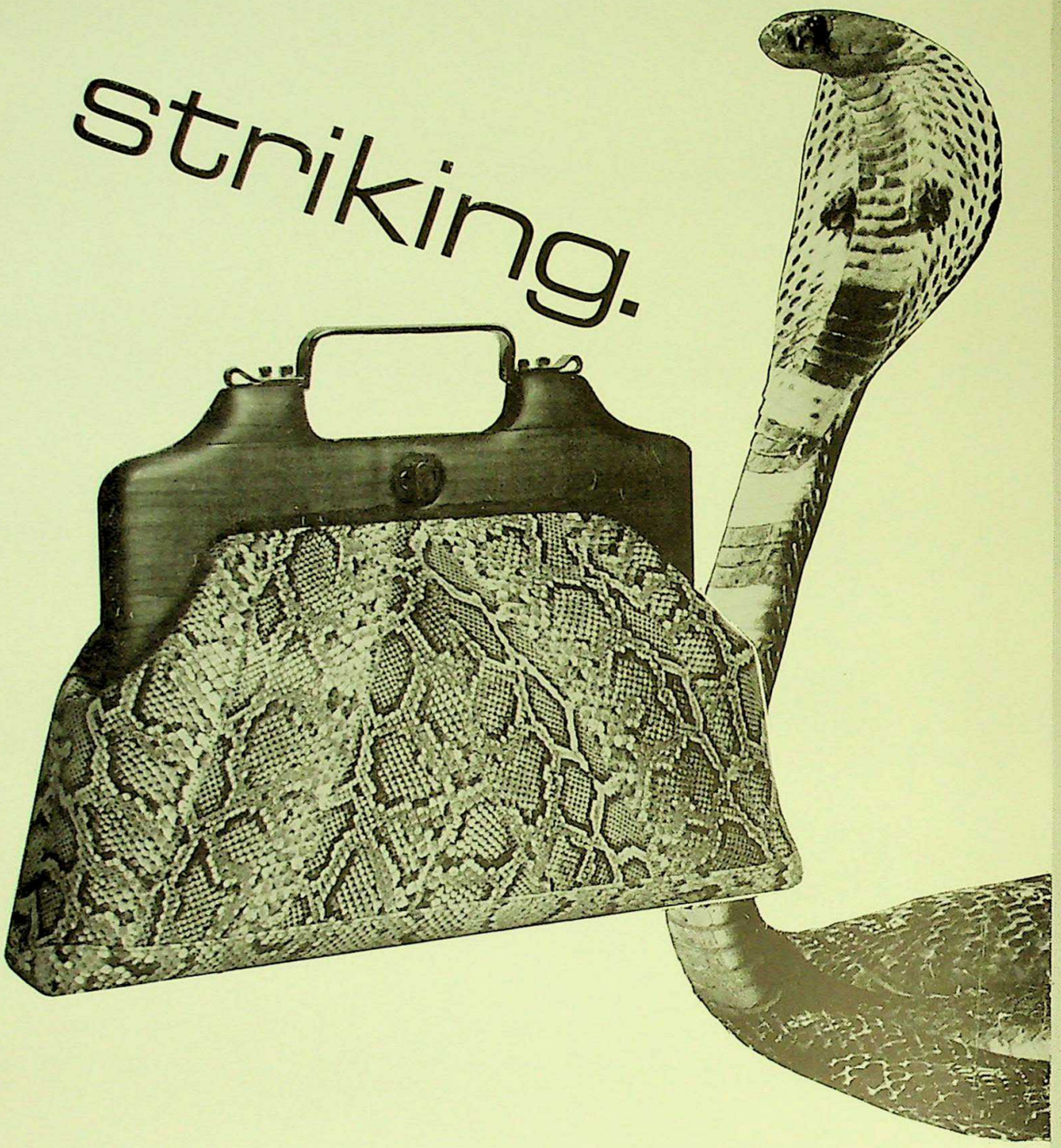

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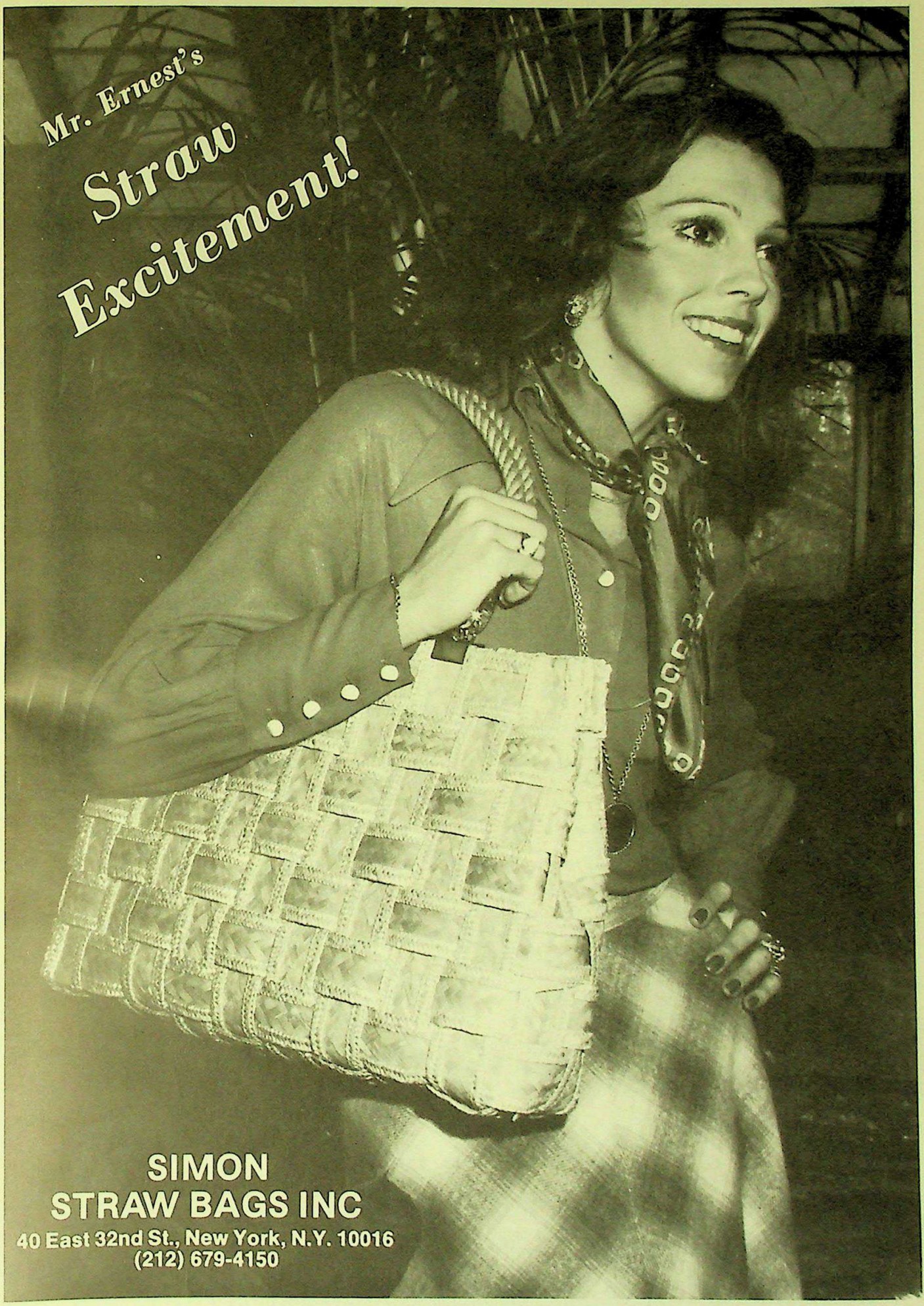
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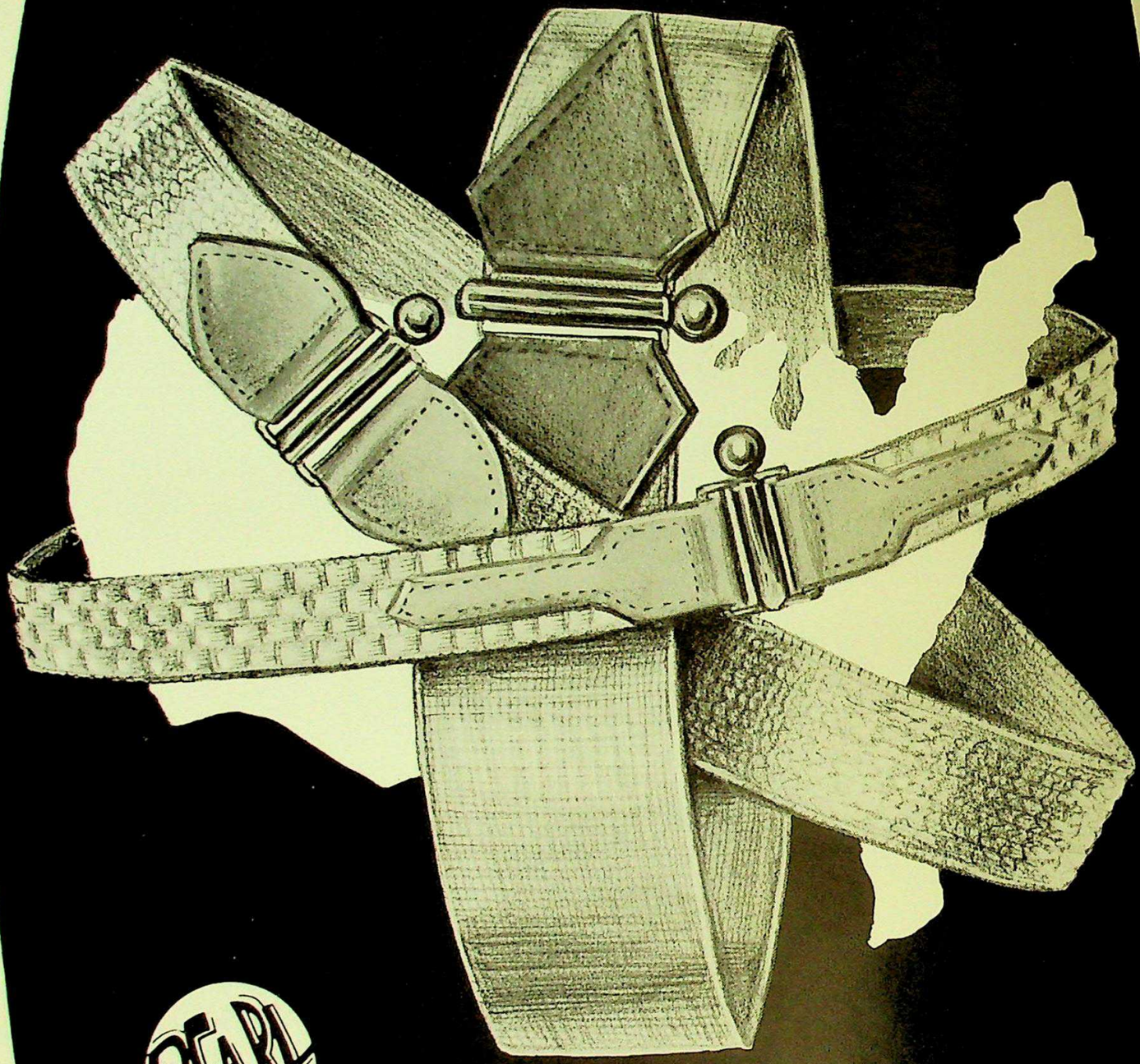

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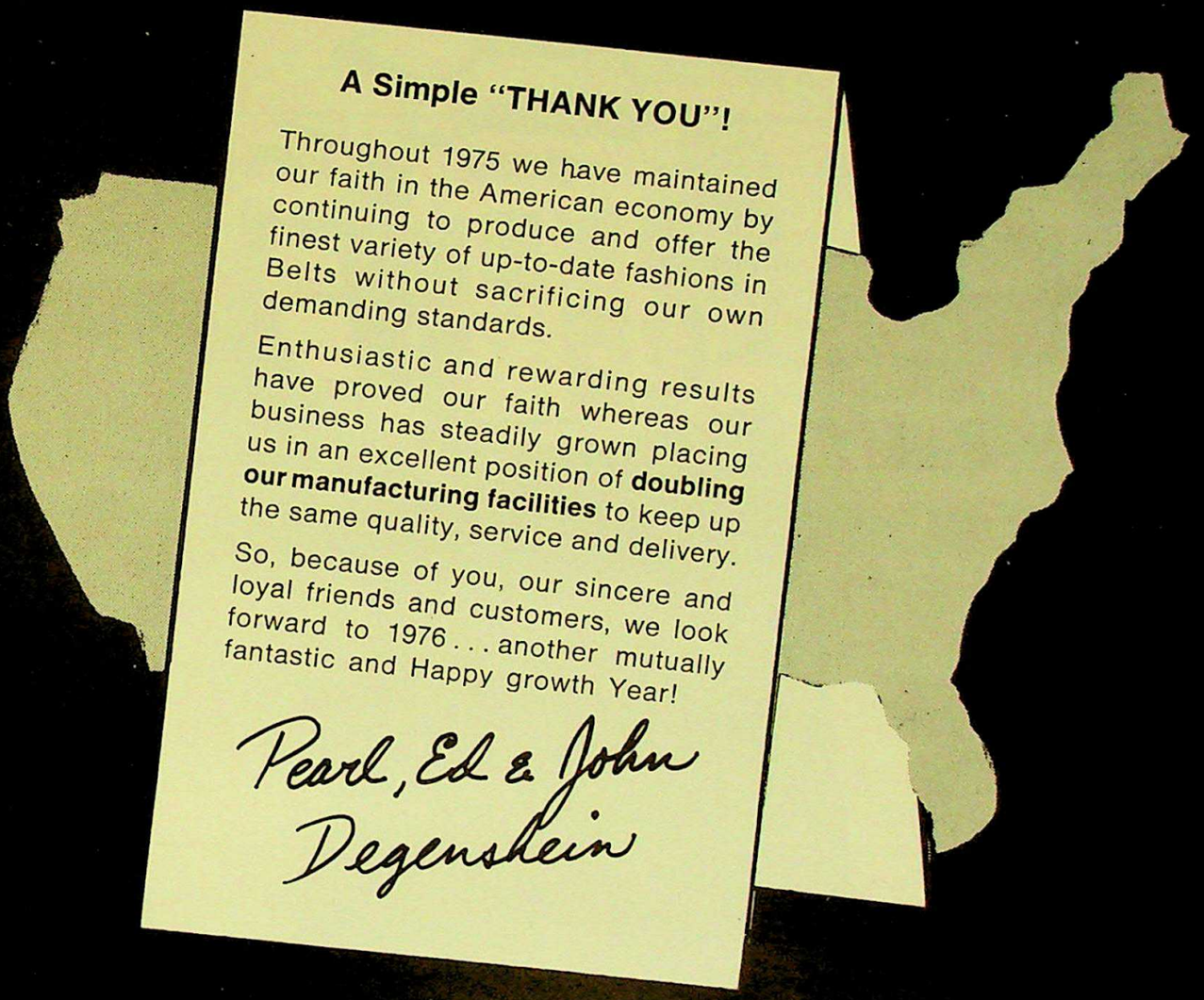

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Regional Reports

MIDWEST

By Joni Johnson

Chicago. . .The surprise of the unexpected can initially catch consumer interest when you are dealing with the unusual in store location or presentation; but, what happens afterwards? Will the store become another short term statistic or a new area of expansion? A lot depends on management ingenuity and planning. H&A interviewed two Midwest women with a flair for the unusual to find out what worked for them.

(continued on page 76)

NEW ENGLAND

By Charlotte Baker

Boston. . .New Englanders are all wrapped up in scarfs this winter and the longer the better, according to Anita Bonelli, manager of Graffiti, the two-month-old subsidiary of Ann Taylor. Little silk squares are also good sellers. The "Graffiti" or "Gatsby" look in scarfs and accessories is also going strong this year.

"Leather handbags, especially in camel and luggage tones are moving well in every shape and size," says Ms. Bonelli. "People are getting more into what fits their bodies".

(continued on page 78)

SOUTHEAST

By Carol Adams

Birmingham, Alabama. . .When conversation turns to important specialty retailers, in the southeast, **Parisian** is one of the first mentioned. This specialty store for men's, women's and children's ready to wear boasts a 60-year heritage in downtown Birmingham. Branches are now located in suburbs Vestavia, Five Points West and Eastwood as well as Decatur, Alabama. A Huntsville store is scheduled to open in February.

Al Del Panta, accessories buyer, is successfully continuing the Parisian reputation of quality and service while

(continued on page 79)

SOUTHWEST

By Pauline Neff

Dallas. . .Springtime accessories will be romantic, natural and versatile, but most important, they will BE most important. Accessories continue to be one of spring's biggest fashion stories according to Southwestern buyers and the manufacturers showing at Dallas Apparel Mart.

The look in jewelry puts great emphasis upon silver, unusual stones and the natural look. It also finds room for strings of watercolor beads, the hand carved look, white loop earrings and bracelets.

The 1928 company is introducing a new line called Sterling '28, made in contemporary styling, a big switch for a firm famous for nostalgia. This solid 925 sterling comes in

(continued on page 80)

WEST COAST

By Maureen Abbott

Los Angeles—Native Californians are accustomed to hearing from non-natives that there is no noticeable change of seasons here. Well, it just isn't so—especially in fashion. The sun may shine brighter and longer here, but we have seasonal changes and spring in California is magnificent from nature's point of view and from a fashion viewpoint.

(continued on page 83)

THE DESIGNERS

There are no endangered species in **Fashion Item's** super-sized heavy duck canvas totes. Featuring animal prints silk screened in black on natural and sand color canvas, these totes add a practical inside zipper compartment. Leopards, lions, giraffes and zebras can be captured and carried away at $15 cost.

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Also at Fashion Items, **Sylvia Agostini of Findings** has produced a novelty group of leather and macrame jewelry and belts. Ms. Agostini has departed from her central focus of semi-precious stones with sterling silver jewelry. The "fanny hugger" belt appears in her new collection as a stretch cinch along with natural jute woven sashes. The line ranges from $3.25 to $12. Silk rayon cord, fashion's favorite color carrier this season is used by Ms. Agostini in belts and bracelets. This unique line of designer jewelry carries price tags of $23 and $90. At the Fashion Items showroom, 417 Fifth Ave.

MOTHER NATURE

Natural Jewelry by
Dianna B. Suratt
587 Dutch Valley Rd N.E.
Atlanta Georgia 30324
(404) 876-5953
Showroom: Atlanta Mdse Mart

Jean Betancourt has reached into the rag bag and come up with brightly colored, very now looking crocheted fabric strip handbags. More than just fun, they are cheerful, witty creations from a most unusual lady. They're aptly named "Rag Bags" and they can be seen at **Magda K's.** Jean is also doing her hats and scarves for summer in a netting story. These are loosely crocheted rayon gimp, cotton and jute pieces that are tailored in style but airy in appearance. The hats are cloches, berets, headwraps, turbans and even a something that can only be called a baby snood. Bags to match look like oversized pockets and are worn like body bags. These are especially effective when worn with the ethnic clothes since they have texture and natural, primitive designs. Poetry by Jean Betancourt is the label. 15 West 37th Street.

STUDIO NULL

ALL AT MAGDA K'S
15W 37TH NYC

POETRY BY JEAN BETANCOURT

KUNI

Moshe Tweg, designer of the sterling silver line of jewelry and semi-precious stones at **Edamos Accessories,** is showing a group of hand-hammered silver bracelets, rings and earrrings. These many faceted pieces give a new glitter to silver and the prices are hard to beat. Moshe is also offering a group of "baby diamond" rings using 14 karat gold wire. The sterling to be sold under $20 and the diamond and gold rings under $30. See these little heirlooms at the showroom 320 Fifth Avenue.

HATS JEWELRY

HANDBAGS

JEFFREY LAWRENCE ASSOCIATES

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Nikki Legares is designing her own line of fabric handbags under the label Ms. Nikki. First of the new designs uses an eggshell neutral shade of crocheted cotton intricate enough for a Maharani's dining table. There will be three different patterns of this elegant cotton in six styles of handbags.

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Ms. Nikki will be at medium price level and will feature soft, shirred contemporary styling, utilizing wood and jute findings. Ready in January at the showroom, where Nikki also represents the John Romain line. Suite 711, 320 Fifth Avenue.

Jewelry by
DAN POLLOCK
385 Fifth Ave.,
212 532-1780

Bold is the word for the new Sterling silver jewelry line by **1928 Jewelry Company.** This firm just opened what is probably one of the most strikingly beautiful showrooms in New York City. All green velvet from walls to carpet to seats, the showroom is a jewel in itself.

That fact not withstanding, the sterling line is a complete departure from the antique look of the past offerings by 1928. Starkly modern, bold and geometric, the jewelry is certain to be picked up by the better stores and sold as fine jewelry. The old 1928 Jewelry Company will never be the same! Treat yourself to a visit to the new showroom at 417 Fifth, and see both the antique and silver lines.

Willis Hill, headwrapper extraordinaire, will be appearing in January for **Accessory Street** in live demonstrations and in video presentations using the **Leo Narducci** scarfs and scarf accessories. The "scarf wizard" wrapped guest's heads at a reception held by Andy Pizzo and Rob Friedlander during the first spring market. Great fun and a great talent. Details of demonstrations at Jewelry Concepts (Accessory Street) 396 Fifth Avenue.

Cathy and Marsha, for
Catherine Stein
Contemporary Accessories
417 Fifth Avenue NY 10016 212-889-6721

Jewelry at **Jeffrey Lawrence** is a riot of spring colors alternating with black and white. His matte finish bead looks like a natural stone form and only touching will tell. Also new is a tiny floral in white lines on colored beads. The chiclet necklace is having another good season with JL and the ubiquitous colored cord look goes big, solid and bold. Paisley beads with matching bangles look good on these cords.

This spring a new concept of total accessory matching will be introduced where scarfs, belts, buckles, earrings, bangles, scarf rings, and just about anything will find a counterpart. Great concept for multiple or individual sales. More later on this, watch for it to be presented in February.

JALEH AND JOSEPH UNIQUE DESIGNS
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Meanwhile, belts of jute and caning have the limelight here with wide cinches both stretch and non-stretch available. The wide caning belts are different, sporting a giant bamboo buckle at $3 to $60 a dozen. Striped strawcloth with a wrapped matching buckle at $36 to $48. Under the **Ms. Now** label, this collection of jute, cane and straw uses vinyl for a leather-look trim to contrast the natural tones. A lovely lacy weave jute at $60 a dozen is a winner. The showroom is at 389 Fifth Avenue.

TRIKA DESIGNS LTD.
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(continued)

Designers

(continued)

Ethiopian silver is used throughout the collection, with Ghanian sand beads in dusty colors, malachite, bone, coconut and brass sensitively blended for texture and color. Many one-of-a-kind pieces are made up of Berber amulets, Koran holders and Christian crosses. Particularly striking are the soft colors of the Ghanian sand beads: apricot, pink, yellow, peach and a blue-green. There is a wide price range but the simplest is a $3 item, silver and colored beads on silk cord, still maintaining the look of the collection at a small price tag. Of course, the one-of-a-kind pendants are higher.

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FASHION ITEMS presents
The APHRODITE COLLECTION
Fashion Accessories Separates, Jewelry
by LEE MENICHETTI 417 5th NY

Kuni, the Swahili word for wood, is the hang-tag name for a new line of jewelry at **Magda K's.** Creator of the line is an English lass named Muffin Wood (What else?) who was born in Nairobi and fell in love with the ethnic jewelry of her country of origin. The youngest of 4 children. Muffin was making jewelry pieces as a sideline to finance a guidebook for foreigners coming to London. The book was never completed because Harrod's of London was such an enthusiastic customer that suddenly Muffin, her mother and sister were in the jewelry business.

Ceramics appear in both plain and patterned beads, made by Muffin's mother and assembled much like a child's crib bead string. These glossy ceramics on silk cord range from $3 to $20.

Also at Magda K's is fabric jewelry by **Shulenburg.** Neckrings, bracelets, belts and earrings are soft tubes of silk padded for a very now look. In nine basic silk colors and patterns, the fabric is also braided into neckrings and bracelets. Very different. Both Kuni and Shulenburg at 15 West 37th Street.

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Handbag Market Report:

Leathers and Naturals Continue Strong for Spring '76

Retail handbag sales, although not up as dramatically as scarves and jewelry, have shown better gains than anticipated. While retailers predicted an increase of 5-9% over 1974, most stores have had increases of approximately 15-20%.

Attendance at the early spring handbag market in November was excellent. At this writing, manufacturers were beginning to receive orders, and most are experiencing substantial increases over this time last year. Typical of the November market, buyers came and scouted the offerings without leaving orders. Some followed with orders by the first week in December, while others, particularly the smaller stores, are waiting until the January market to do the bulk of their spring handbag buying.

Styles and materials will not change to any degree for the January market. The demand for leathers and naturals continues, and the soft shoulderbag still predominates in all areas of the country. Underarms finally started selling well nationwide this fall. The bucket and pouch are good shapes for spring in all materials, naturals and leathers.

A "more tailored-casual look" perhaps best describes the current (newest) fashion trend. The look is exemplified by the convertible clutch, with its detachable strap or fold-over top. Clutches are popular in all textures: bright fabrics, soft garment leathers, polished vinyls, patent leather, snake, and straws. The more constructed, smaller frame bags are being talked about and we'll probably be seeing a sprinkling for fall, but they are not much in evidence for this market.

A few pastels and brights will be available at the January market, to give counters a fresh look for spring, but as usual the high colors will not sell in volume. Camel, palamino, chino, suntan, or tans by any other name are holding on as the number one shades. But for the Bicentennial, navy will be stronger than in the past few seasons, we'll see some splashes of red, and white will be better this summer than last. Black crinkle is a returning favorite for fashion stores.

Prices are holding pretty well in most early fall handbag lines, but manufacturers may have to raise costs slightly for later spring, and definitely for fall.

"1976 will be a great year for accessories — this area hasn't even started to explode yet," said Michael Greitzer of Phillippe, who sold out for spring by October, with his new merchandising technique of guaranteeing deliveries based on September/October spring orders. Mr. Greitzer says that the whole picture for Phillippe is in the naturals. "Our 'canape casuals' (canvas with leather trim) are selling as strong as our leathers," he said.

Phillippe had to raise prices about 5% for spring. "There will probably be a 10% increase in leather due to the rejuvination in shoes," pointed out Mr. Greitzer.

Phillippe's plans for coming seasons include a move toward longer shoulderstraps, double handle feelings, and possibly a few of the more constructed, frame bags.

Norman Meyers of Margolin said attendance for the early spring market was excellent: "You couldn't find a room in New York. While usually showrooms have activity only the first few days of the market, this November there was traffic for five straight days."

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(continued)

Mr. Meyers pointed out that orders are ahead of last year but the follow-up orders by mail will tell the real story.

Selling best for Margolin is their soft garment leather bags — the two-ounce leather over the four-ounce. "The underarm has caught on in other areas of the country, so is now selling much better," said Mr. Meyers. He also mentioned that the Ruth Saltz division had great response during this market. "There's definitely a change in open-to-buy — money has finally opened up."

At Markay Bags, the causal, comfortable look is expected to continue. According to Bob Markay: "People are more optimistic but still basically conservative—notice the detachable shoulderstrap clutch." White is still important, especially in vinyl, but navy and pearl-gray are also making a showing.

Says Shirl Miller of SM Bags, "Clutches are going to be tremendous." The trend towards a dressier look continues with smaller, more constructed bags. Manufacturers are playing it safe, however, with the detachable clutch which doubles as a shoulderbag for daytime wear. SM Bags shows a highly coordinated line with a number of silhouettes, such as clutches,totes, Kenzo bags, envelopes, and body bags. The silouettes are grouped by color and materials.

At Walborg, Oscar de la Renta is showing body silhouettes in small (S40) cost, medium ($50), and large (S60) sizes. The colors: navy, camel, red, and rust are some of this spring's favorites and the leather is extremely soft and almost airy in texture. De la Renta does the Kenzo bag in a larger dimension in silk. Walborg also casts its vote for the naturals, in body-hugging silhouettes. They are showing an extensive array of jute, string, and macrame on straws of all shapes and sizes.

Buckskin, adorned with leather lattice and bright-colored folk and Indian designs is the word at Jaclyn ($61.85/ dozen). Also in buckskin are small leather goods bearing American Indian motifs.

Berke & Witkin is dressing up burlap with jute and leather trims for a look that can easily carry over into fall. They are also showing an interesting vinyl adaptation of the hobo, called the "Four-Poster."

Da Mille Bags, catering to the Junior-Pre-teen market, is attempting to give leather a spring touch by adorning shoulderbags with rope and jute straps and trims. "Young people like leather, no matter what the season. The young buyer is not, in fact, a seasonal buyer, but buys according to need," says Mr. Jacobson.

In vinyls, Loriet is featuring soft leather-like textures in Italian designs. Echoing earlier reports of a conservative atmosphere, Herb Dube reports a "dressier-casual look" for spring. Loriet offers another versatile version of the clutch—a fold-over top. One of their most popular colors is "squaw," in rich pumpkin tones. Also popular is a body tote in fishnet, a man-made vinyl that simulates the net-like look of macrame.

(continued)

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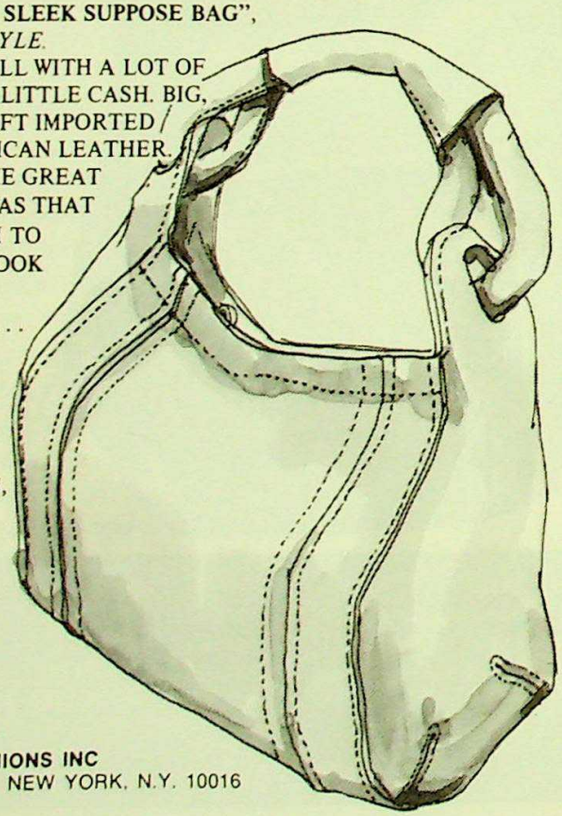

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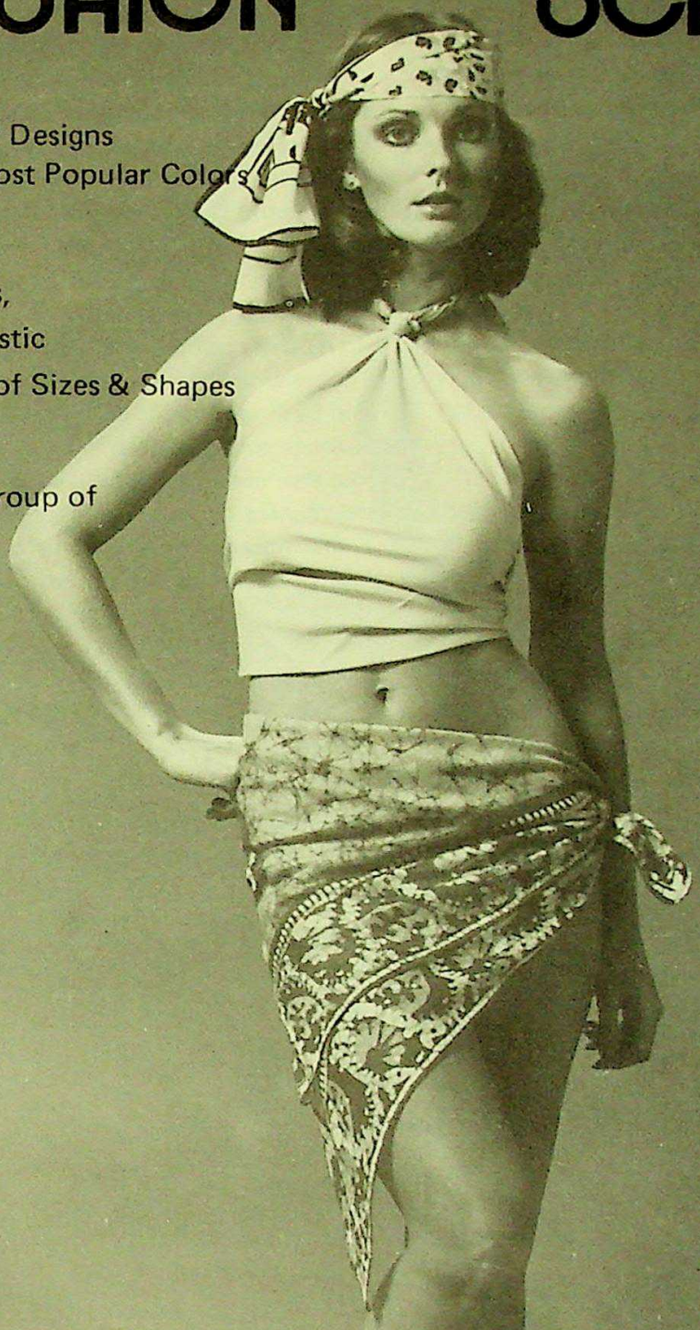

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Pierre Cardin is opting for a "quietly sophisticated" look in summer signatures of canvas, and straw trimmed with leather. Good silhouettes are repeated: the bucket, breadbag, single shoulder, and clutch are special favorites.

Lou Ran also sees color harmony with 7th Avenue, with emphasis on navy, banana-yellow, red, and gray. Their new Leo Narducci line is causing some stirrings and according to Randy Tung, they expect to have eight to twelve numbers by fall. Those at present are in snake or snake trim ($25 and up), in a belt bag, clutch, and portfolio. Other favorites are a small bucket in nappa ($22.50) and a small shoulder in ostrich print.

At Davey's, Kenzo bags in canvas, leather, and patchwork fabric are stealing the scene. Another favorite is a soft garment bodybag in spring tones of buff blue, berry, peach, stone, toast, and briar.

Judith Anne, at Marli, offers a way-out new look in unique carpet bags from Afganistan. The bags are trimmed with heavy fringe and native beads. Judith Anne's native motif continues with tiny gourd bags and a small leather covered African "box" bag.

At Ruth Saltz, "whatever clings close to the body" is especially popular. For daytime wear, the look is still soft, the silhouette large. The dressier look is bringing back patent in a variety of colors, such as navy, bone, white, red, and green. The popularity of the cougar bag for casual evening wear continues.

For evening, Harry Levine favors underarm bodybags with convertible chain handles in patent, calf, and Madagaskar straw. Buyers also showed interest in November for poie de soie and gold and silver.

Bags by Lisa is showing snakes in bright, glossy tones ($24-65). "When a woman pays this much for a bag, it must be unique and noticeable," says Bert Saltzer. "Today's consumer is sharp and knowledgeable. She knows the market and her own tastes." In summer leather bags, he predicts a favoring for larger bags: "Remember, she's not wearing a coat," and predicts a smaller, more constructed look for fall.

At Dimensions, Ray Wax maintains that buyers are "going with the winners. They're still exercising caution and buying short." Navy, light brick, and volcano are favorite colors in both handbags and shoes. "Customers still like the 'old world look'—the 'man at the bench', and soft, pouchy leather is still a favorite," says Ray. Clutches at Dimensions are versatile with a detachable strap and show a lack of hardware with interesting leather clasps.

Bounty Imports expects straws to be a spectacular success, as does Canastas. "The look was never satisfied last year and this year the demand is just tremendous." Bounty's pizza bag is priced at $3.99 retail. In fact, many manufacturers predict that straws will be so good this summer that they will carry over into fall.

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Over the past few months I've received phone calls from several manufacturers asking if I know a handbag designer who might be interested in a full time design job. . .or in free lancing.

In view of the scarcity of design originality in the industry, these requests should be a promising sign.

The problem was, I didn't really have anyone to recommend. The few handbag designers I know are employed.

And that's the problem. There are only a handful of design people in a 400-million-dollar industry with a few hundred plants in operation.

Granted, there are many talented *stylists* who adapt other people's designs—usually they are also involved in sales or are principals in the firms. But the companies who called me wanted a pure designer — someone who could do original work and, in some cases, head a styling department. They wanted a person who was design oriented with marketing knowledge.

And the *reason* there aren't more designers to recommend is that young people haven't been encouraged to enter the field. Now, when the need for design talent is recognized, it is not available.

What can be done? To begin with, we must do more to encourage young people in college, in retail and design schools, in high schools, to think about accessories design careers. Lou Nathan, a former handbag manufacturer, now teaches a design course at FIT. Let's hope some of his students will enter the field. But we need more than one course at one school — hopefully this will be the first of several.

We also need an educational information program in the schools to stimulate interest on a much wider scale. We should let students know the opportunities are there, the talent is needed.

Granted, handbags and accessories design may not sound as glamorous to young students as rtw design does, but the youngsters realize how competitive 7th Avenue is, and how few are able to make a mark there. What they *don't* know is that there are creative career opportunities in accessories for the right young people.

It would be nice to be able to answer the manufacturers' requests with a long list of names instead of a few. At least, it's a good sign that there is interest in finding young talent. . .if the search is in earnest, the talent will be uncovered. And this could only be of great benefit to the American accessories industry.

H&A will be happy to run **free** *classified ads for accessories designers looking for either full-time or free lance positions, or for manufacturers looking for design help. Send your ads, clearly marked DESIGNER WANTED or DESIGN POSITION WANTED, to Linda Crumb, Handbags & Accessories, 80 Lincoln Avenue, Stamford, Conn. 06904*

Renee B Prewitt

WHAT'S WRONG WITH OUR INDUSTRY AND WHAT CAN WE DO ABOUT IT?

Survey of leading accessory retailers and manufacturers

It's always enlightening to get a collective view of a situation by pooling perspectives, opinions and experience. The results of our survey of leading accessories merchandise managers and manufacturers throughout the country proved interesting and informative.

Responses from both retailers and manufacturers were remarkably similar, illustrating a general consensus towards the recognition and possible solutions of fundamental problems. The survey clearly evidenced our mutual relationships and common goal: to better serve the consumer and thereby increase our strength as an industry.

We asked fundamental questions concerning crucial issues affecting everyone in the industry. Questions covered such topics as a fashion accessories trade show and association, timing for the New York markets, loaded generalities such as what's wrong with the American accessories industry, and what remedies are possible, and what will the future bring—in merchandising trends, in numbers of manufacturers, and in the matter of importing versus domestic buying?

The Need for Creativity

The major debility in the American accessories industry today may be summed up in one word: innovation, or more specifically, the lack of it. Manufacturers and retailers alike sang a common threnody, lamenting the industry's dependence on Europe, South America, and Seventh Avenue.

A reasonable amount of caution is necessary, of course, but caution that deepens into paranoia is paralyzing innovation—says one scarf manufacturer: "The time spent "knocking off" and waiting to see what everyone else is doing can, and should, be spent in design."

In regard to the great shrine of European creativity, one jewelry manufacturer states: "We must focus on the American woman and her particular needs and preferences. We certainly have the talent and the resources—if we could break away from Europe two hundred years ago, we can do it again."

Another scarf manufacturer advocates a closer working relationship with Seventh Avenue: "We must work with them not for them and help to create fashion, rather than follow it."

A jewelry manufacturer believes that "accessories are usually followers; the rtw must make an American statement and accessories should then be closely worked with it. This is happening now much more than ever with the advent of fashion designers getting involved in accessories."

A California dmm adds: "I feel jewelry and accessories are continually keeping pace with fashion leadership. Handbags, although becoming much more aggressive, must be more aware of the needs of retailers."

One manufacturer complained that retailers were prohibiting the very creativity they clamored for by their extreme caution and obsession with price: "There is a lack of total professionalism on the part of the average retailer who, rather than encouraging innovation and creativity through major suppliers equipped to take these chances, encourages a fragmentation and splinter-effect for, hopefully, a better price break—not necessarily a more competitive price in terms of equal quality but rather a lower price for 'knock-offs'."

According to this manufacturer, the handbag union is also a problem:

(continued on page 56)

Accessories—

Stretch "crinkle" jute belt with toggle closure by Jeffrey Lawrence; flat underarm in pastel canvas trimmed with jute, by Richmark. Wooden "kuni" beads by Muffin Wood of Nairobi, at Magda K. Red/white/blue square scarf by Ben Goodman.

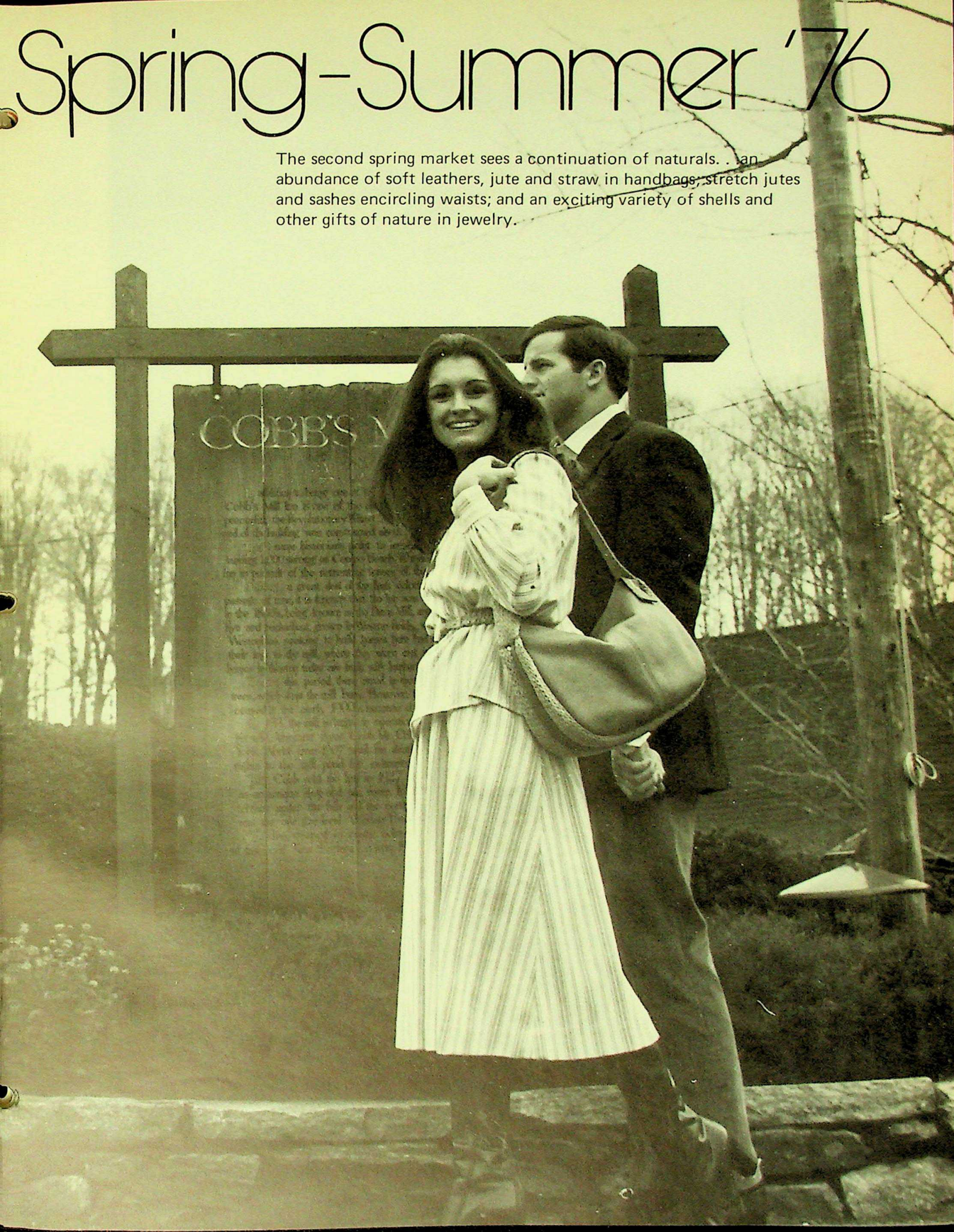
Opposite page: Swinging along with a great new Phillippe bag for spring — a roomy, three-sectioned (single gusset) hobo. In suntan with generous amount of jute trim.

Striking pendant from collection of ancient fossil jewelry. Pendant is polished agate on handpainted lava beads. Fossils, over 45 million years old, were mined from an inland sea in Wyoming. By the Choi Mfr. Co., at Flair Accessories.

(continued)

Spring-Summer '76

The second spring market sees a continuation of naturals. . . an abundance of soft leathers, jute and straw in handbags; stretch jutes and sashes encircling waists; and an exciting variety of shells and other gifts of nature in jewelry.



The "butter bag," right, buttery soft glove leather in a soft butter shade, in the graceful shape of a goatskin wineflask. Oscar de la Renta for Walborg. Below left, "There's something special about a Lou Taylor bag," and this one's a perfect example — it is large, many sectioned, beautifully made and styled, and has handsome touches of hardware. At right, a super-soft, large, slim hobo design with ribbed detail for added interest — in a lovely buff color. A whole new soft fashion look from Coblentz.

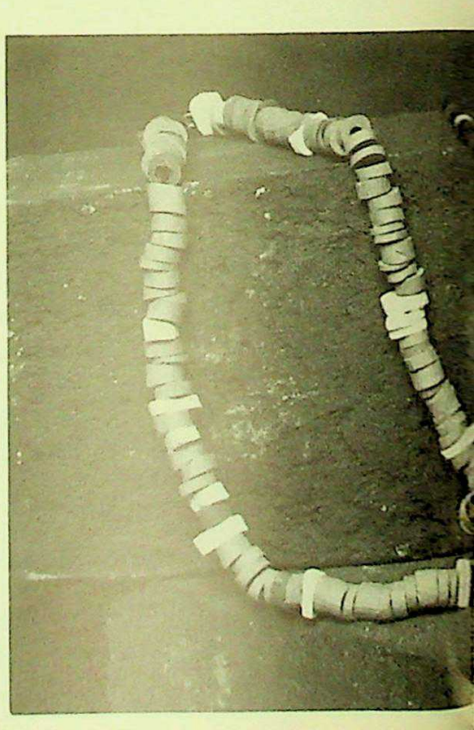
Everybody's talking about the clutch! Here it is in two great versions. Above, a cobra zip-top underarm with wrist handle, gussetted bottom, amazingly roomy. By Bags by Lisa Helen-Beth. Solid poly scarf by Raindrop.

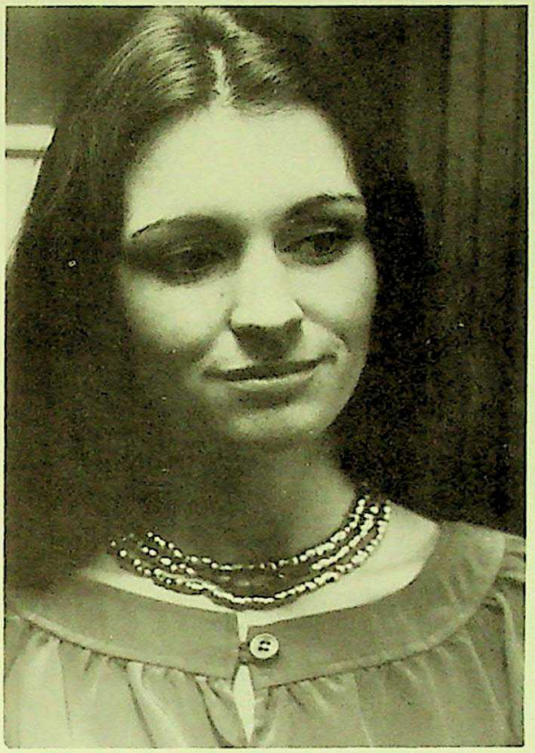
Left, a soft shirred leather has facile opening, tuckaway chain. By Coblentz. Monochromatic, striped sash with bamboo buckle, Abbe Creations.

(continued)

At the country store, bottom left, a pouffy, roomy, floral-print cotton bag with a sunny, resort feeling — to double as overnighter or beachbag. At Jeffrey Lawrence. On the hedge, a woven jute tote, natural shades with unique bamboo handles. At Fashion Items. On her arm, a "string" design in woven macrame — north-south shopping bag style by Walborg.

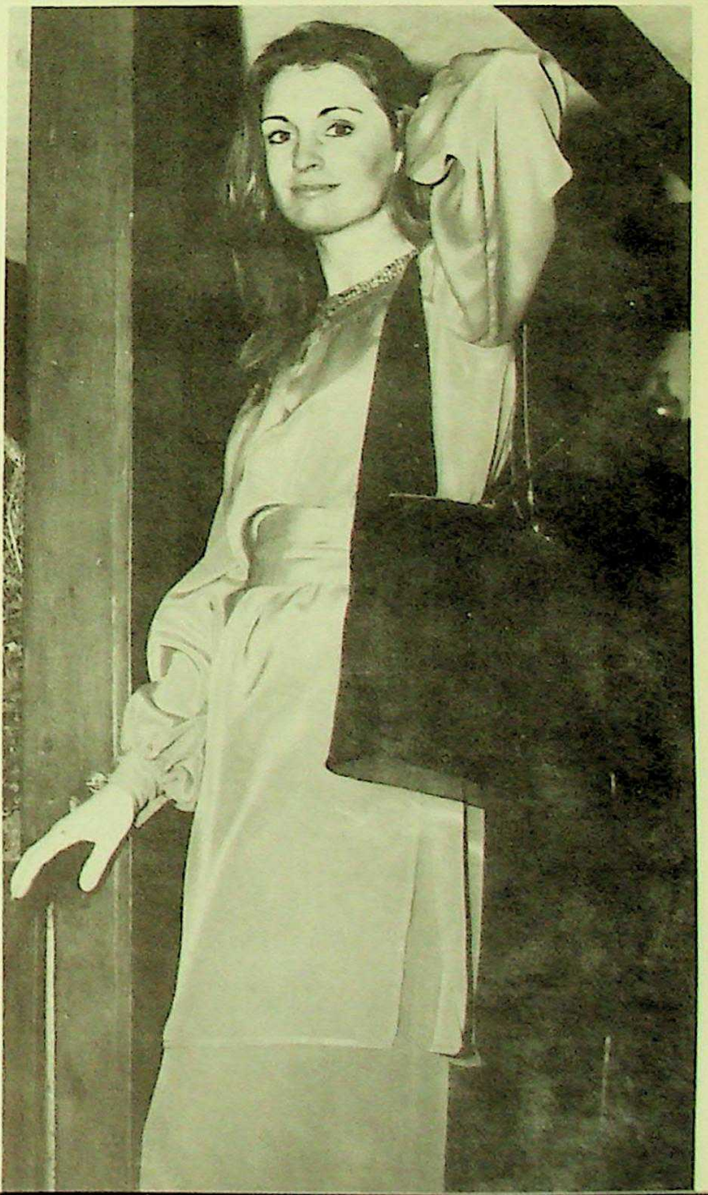
Below, left, a luscious soft leather drawstring pouch in navy. An Elini bag by American Durable Products, California. Right, a young-style leather hobo in camel, trimmed with jute. By Da Mille.

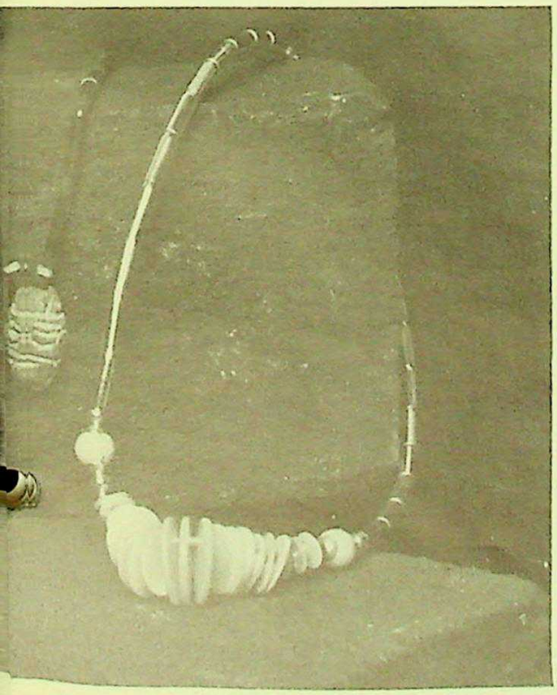




Shiny strands of pewter beads with unique uneven feeling. Some are combined with turquoise stone as color focal point — a lovely new look from Zentall.

It's black crinkle patent for a fresh fashion look in a unique shape with tie-top, wide-wide shoulderstrap, by Margolin. Evening pajamas by Oscar de la Renta.





Naturals are still winners — left to right: clay beads in monochromatic colors; wooden tubing with oval carved clay pendant; and "mother-of-pearl" — actually clam shells — on bold liquid silver tubing. From Glen Mitchell.

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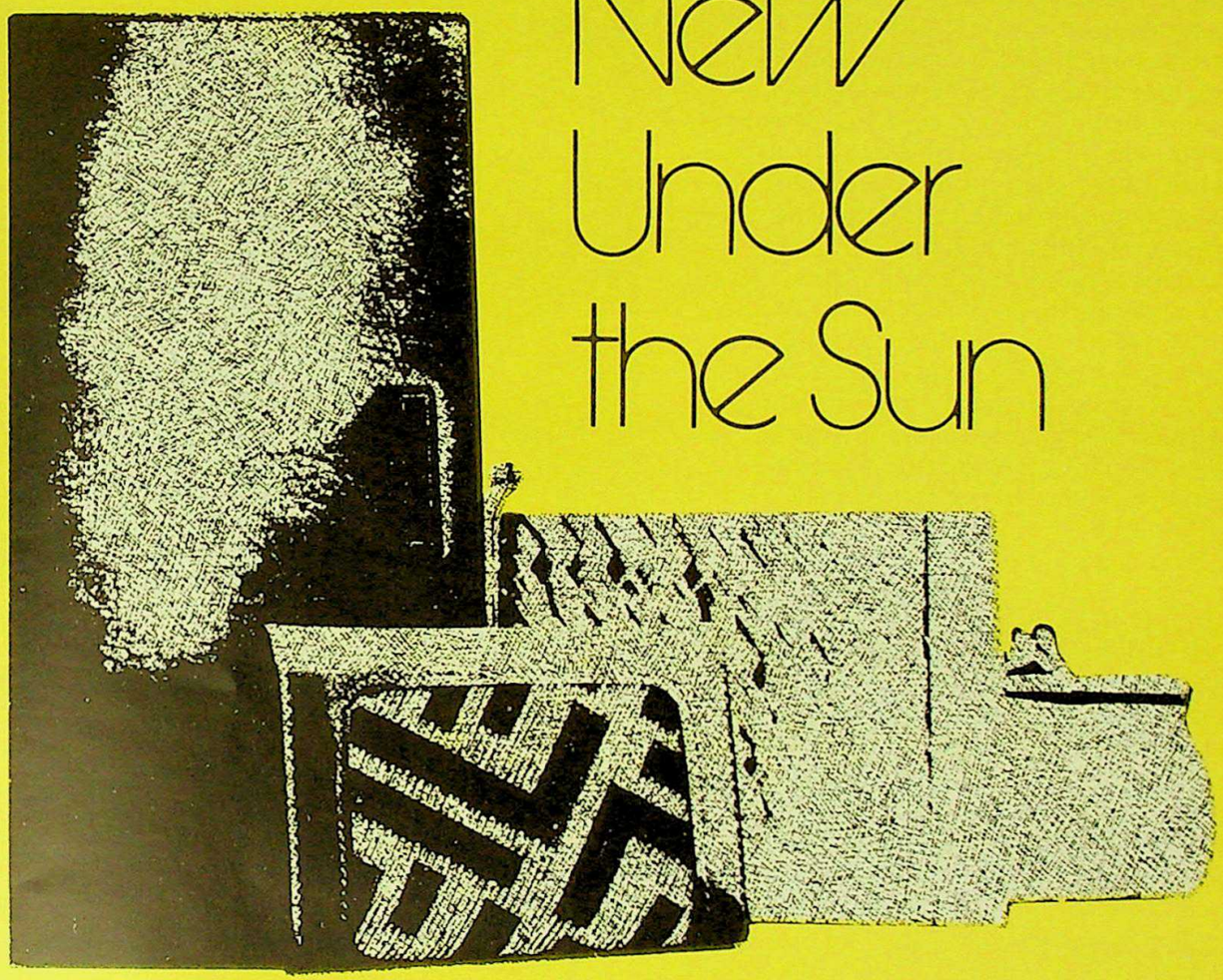

Manufacturers of personal leather goods are springing some new ideas on the market place. In a time when buyers may think they've seen everything, there's really something they haven't seen.

The Envelope

The biggest news is the envelope. It's a skinny version of the checksecretary with simple zippered pockets and a flap-over snap top. It looks like a postal envelope, comes in a variety of leathers and fabrics, and, like the checksecretary, is about seven inches long.

The envelope is a natural evolution of the soft, unconstructed carry-alls popular in plg for the past two seasons. Baronet is bringing out a wide range of Slim-velopes and Lawrence Cohen, president, explains the feeling behind it.

"We'd like January to be alive with excitement in the plg area. We've done particularly well with the unconstructed organizers and the whole shift to softer merchandise. Super Supples was one of our most successful styles. The new Slim-velope is almost like the organizer but has a vinyl photo card pull-out, a full zipper compartment and a wide cosmetic or change area. We're doing it in jacquard fabric, soft leathers, denim, serape and a cane pattern. We're also going to try a two-tone leather that's stiffer and flatter. We've never been more positive going into a season and the buyers seem optimistic, too."

At Roger Gimble Accessories, the envelope is larger and

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is called a Gal Friday. It has the roll-over snap top, a large wire leg frame coin purse on the front, a middle zipper, a removable checkbook and bright cotton lining. According to Stanley Queller, the line evolved from the Traveler, last season's big seller under the brand name Artistic. Both the Traveler and Gal Friday will be running this season and sales may indicate whether it's the envelope or the organizer that's the most desired.

The Old Softies

Buxton's entry into the soft plg market is called Purso-Chango, and it's a two-sided carry-all that reverses from soft leather to bright printed cotton. It has a small snap coin pocket, two larger flap pockets and two zippered compartments. It fits right into the Tender Touch Collection, the soft seasonless accessories that have been doing so well for Buxton.

Carter is trying the soft unit in a smaller size for spring. It's five inches wide instead of the traditional seven. Leonard Moscowitz says, "The soft styles have been tested and have proved to be successful. I never thought women would buy a billfold that doesn't snap shut but they are buying it. Garment leathers and naked cowhide are still the most important to us. Hard leathers don't sell."

Rolfs is continuing their soft Flat Pack, adding a leather version to the alligator-grain they had. There is also a new soft Money Pack, which fits over a belt or can slip into a pocket. As Dick Gagan says, "Softness has a dual meaning for spring. Not only must the hand of the leather be especially soft but the silhouette and design must be soft too. We're not using a lot of ornamentation except top-stitching and embossing. One of our top check-outs has been an embossed style."

However, there is more news than just softies on the market. There has to be. As Juanita Upton, buyer for Ben Snyder of Louisville, Kentucky, points out, "The soft plg are very good right now. They young customer wants something frameless but the mature woman still loves the frames. The check secretary is the most important purse accessory to us."

"Thin Men"

In framed items, there is a demand for innovation and the changes have come about in check secretaries and five-inch French purses.

Prince Gardner has redesigned the French Fold, replacing one side of credit card slots with an I.D. window, leaving the outside frame coin purse and making it slightly slimmer and smaller. Frank Gregory says the French purse leads in sales for Gardner but he feels that the new French Fold, called an Escort, may come on strong for spring.

Also new at Gardner is a thin credit card wallet and a mini three-fold. They'll be displayed top of the counter as the Thin Men and will meet some of the demand from men who've been asking for trim pocket accessories to wear with slim suits.

Buxton's new woman's style is a Compacto purse, a credit card case that has an outside change purse, interior slots for cards and a bill compartment. It comes in most of the new lines as well as the old favorite, Gaitor-Baitor. For men, there is a two-fold that has a thumb card pocket, vinyl windows, card slots and a bill compartment.

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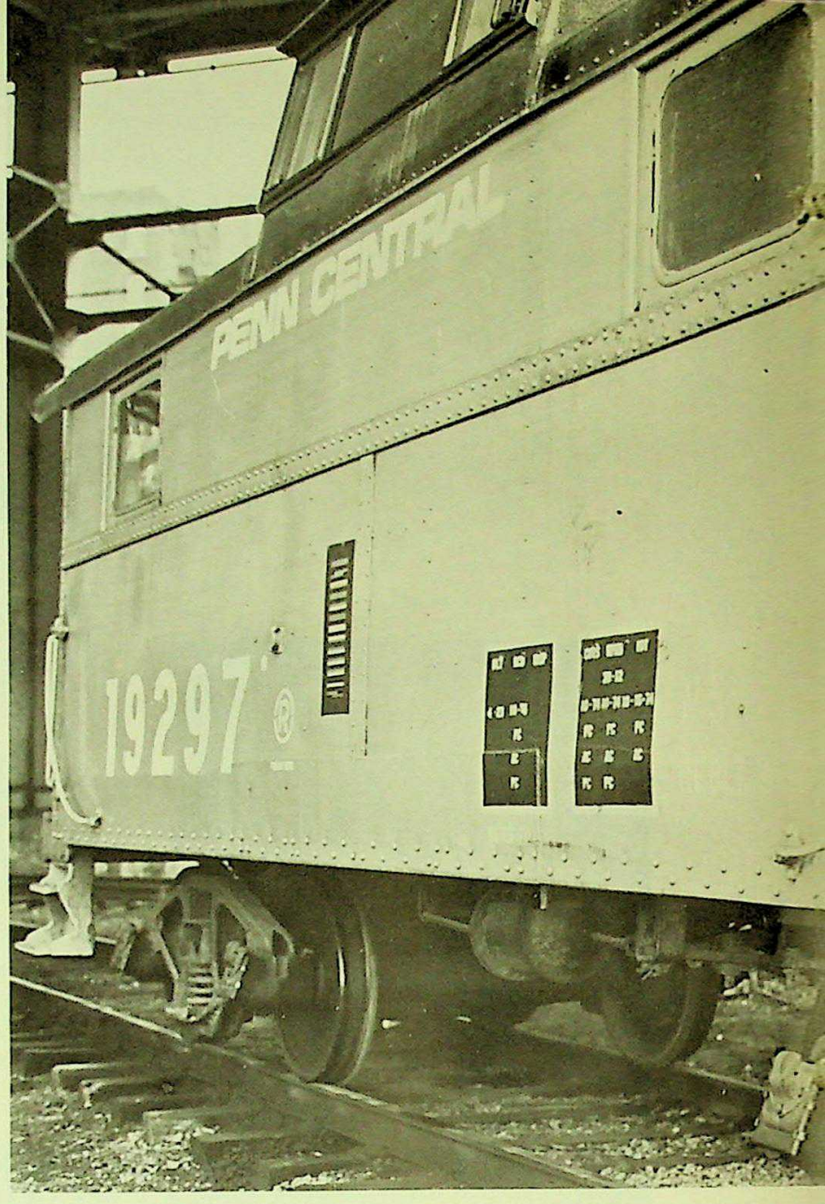
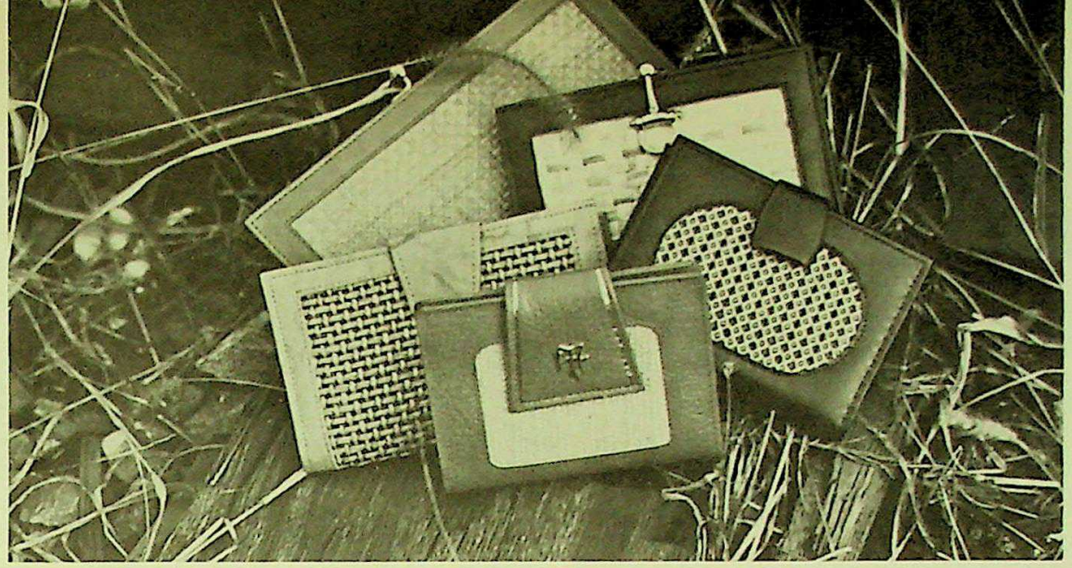


ON THE RIGHT TRACK. . .Personal leather goods for spring are rolling full speed ahead into the season. On the schedule are interesting cane effects, flat envelopes, touches of gold, and spectators with tone-on-tone color. There are jacquard fabrics and embossed leathers as well as softer-than-ever vinyls. The newest colors are kumquat, khaki and all-American blue but white is showing up more than ever for the hot months ahead. Camel and its related earthy shades are still very much in the running. There's enough newness in the market to make the plg departments look like Grand Central Station at rush hour.



The straw effect is one of spring's biggest looks. From the top, clockwise:

Bond Street wove Majorca leather into a rich cane look for this Continental clutch. It's camel and brown calf.

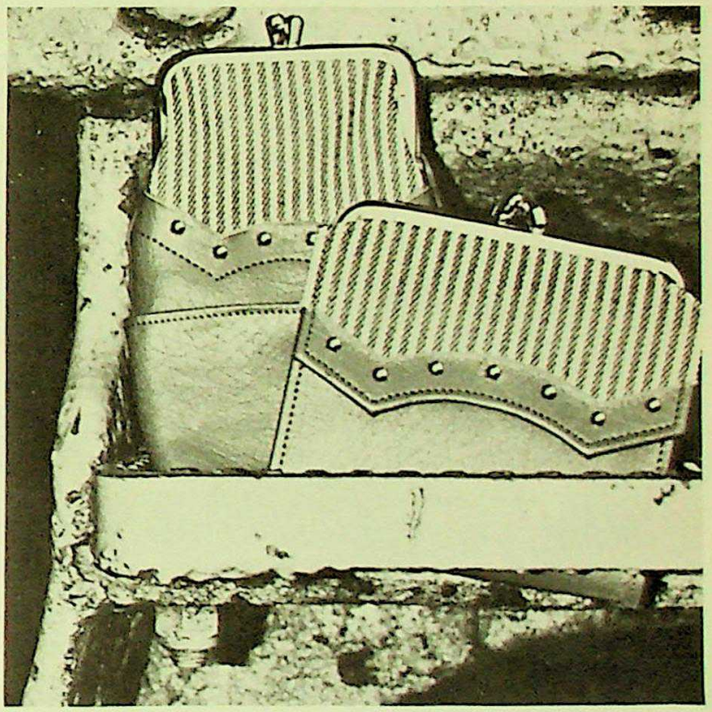
Raffia, from Stratton of London, is woven straw with a mahogany leather body and gold-tone clasp. Here, the credit card case.

From Princess Gardner comes Boca Raton, a combination of Cabana cowhide, black Italian edging and rattan cane. The identification card case is shown, but the new Escort as well as the Stasher and eight other pieces are available.

Buxton's Straw is the Oriental Kowloon. It's framed in Canton cowhide, has a gold-plated Chinese finding and is Dragon red or Teko Green edged in gold. The new Compacto purse has an outside change purse, thumb card pocket, slots and a bill compartment.

The cane treatment from St. Thomas is framed with soft tan cowhide and uses genuine cane highlighted with black stitching. It comes in a Caretaker purse, an Index-it and five other pieces.

Almost anything the Santa Fe railroad might want to haul could be found at Elpo. There are very novel plg, such as the little treasure chest sewing kit, atop the train. Luggage tag key rings, a parking meter time marker and pill cases that will hold up to 12 vials are part of the line. The cosmetic case, center left, is soft laced suede and has a zippered compartment and snap front. The wallet, center right, is Montana calf, trimmed with a status stripe and buckle. For men it's brown or tan, for women there's a similar style in red. The manicure kit, lower left, also holds sewing equipment and is soft suede.



Striped up like an engineer's overalls is Princess Gardner's Liberty line. It's blue mellocote with railroad denim and goldtone studs, shown here in the 120 mm. cigarette case and Continental French purse.

(continued)

Items

At St. Thomas, items have become as important as group sales so there are several innovative seperates. The mini secretary does all that the French purse does but has an outside gussetted coin pocket, a double bill compartment and a small pen and pad. The women's three-fold has a gussetted outside coin pocket, fold-out accordian windows and a bill compartment big enough to hold a million yen note. And that's pretty big. There is a new mini French purse that holds bills, has a frame coin purse, credit card slots and can slip in a pocket or over a belt. A passport holder has a double frame coin purse, a pull-out checkbook holder and traveler's check holder and an inside zippered pocket.

Bosca, which did quite well last season with a seven-inch Back Pac, has added it in several new styles. Its main feature is a credit card holder which can be removed from the back. There is also a new credit wallet with an outside frame coin purse and lots of credit card space inside.

Centra has made an adjustment on the five-inch midi-clutch by adding an outside tab closing instead of an inside snap. There is also an outside zipper on the check purse called a Slim-Line soft checkbook clutch, added in all new styles. A fold-over checkbook clutch has an outside frame coin pocket, a note pad, removable vinyl windows and a check holder.

One of the slickest, slimmest of the new women's styles is a petite wallet from Stratton of London. It's for the woman who wants something to slip into her pocket. It has a set-in outside change pocket, a bill compartment, card slots and a snap closure. There's an entirely new shape in a coin purse at Stratton too. It's a rigid three-inch barrel with a top frame closure—and it's big enough to hold bills without folding them.

Change Purses—a Surprise

The change purse has been a surprise hot item lately in stores throughout the U.S. Aldona Gobuzas, buyer for Abraham and Strauss, calls it "an interesting phenomena," and says coin purses are selling in various sizes and shapes. "One reason may be that women don't like to dig around in their purses for change. Another may be that they have plenty of room in their bags," she says. "We've sold reams of them lately. But I believe manufacturers should make them more stylish. The bicycle purse hasn't been as significant as we thought it would be. I think women want leather cosmetic cases but we're still testing that."

There are change purses galore at Elpo—and novelty galore too. "Novelty's the key to our business," says Leopold Poposky, who may import leather from England and trim from Italy to have a change purse manufactured in Austria to sell in the United States! One of his accounts buys five to six hundred dozen tiny golden treasure chest sewing kits from him. He says cosmetic cases are also selling very well, with the greatest demand for suede cases with a fold-over front and inside zippered pocket at about $2 wholesale. A French aneline leather cosmetic case has an interesting shape with a top opening and three snaps.

All-leather change purses have been selling "in reams" at Roger Gimbel Accessories (RGA) where Queller suggests perhaps it's because the change purse is about the best priced item a customer could get in all-leather.

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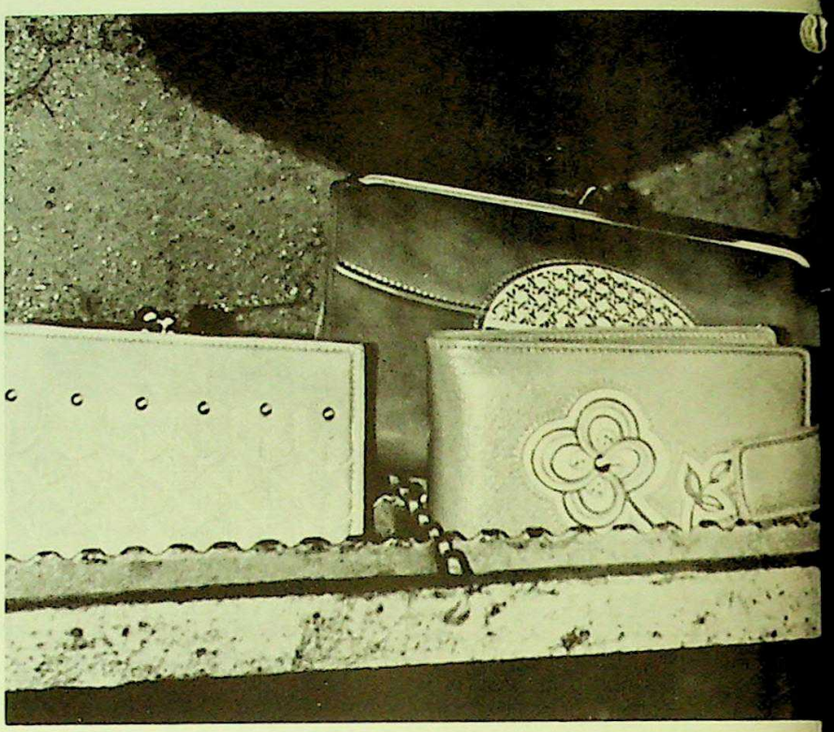
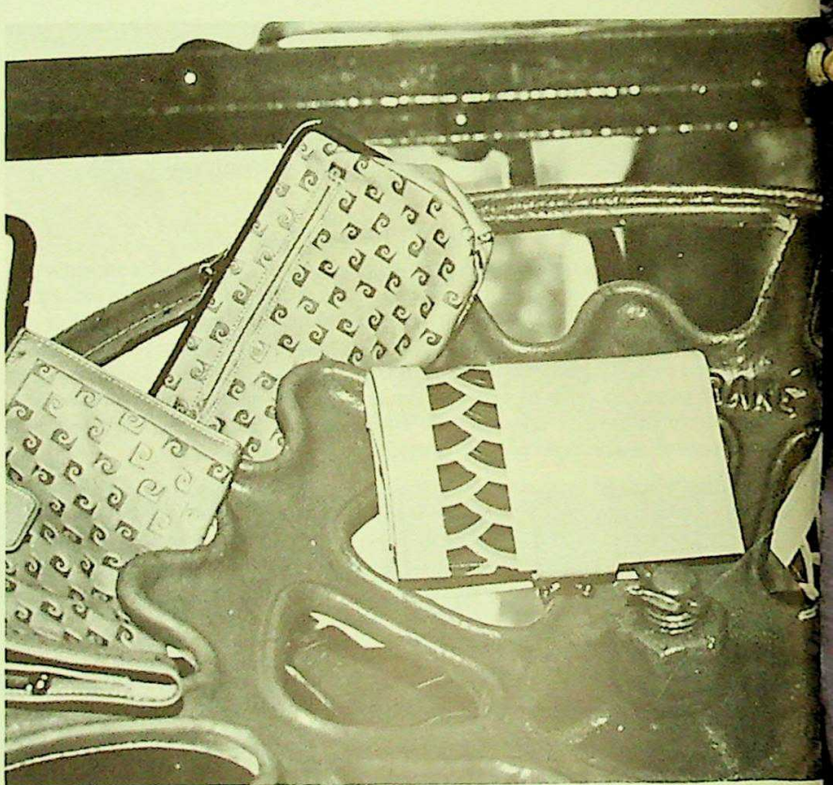


All aboard for Fran-Stef's newest—the Scallop French purse, Flower billfold and Wicker checkwriter. They come in all the basic colors as well as the new spring shades of kumquat, camel, khaki and gold.



On the brake wheel of the Penn Central are two styles that may break records for spring sales.

On top, Encore by Pierre Cardin for Princess Gardner. The Continental French purse and the cosmetic case shown are tan Classique cowhide with stylized initials.

Buxton's Illusion has a multi-color Art Deco design and is pictured in the five-inch Continental clutch.

FranStef

Showroom:
330 5th Avenue
New York, N.Y. 10001
Tel: (212) 925-6050

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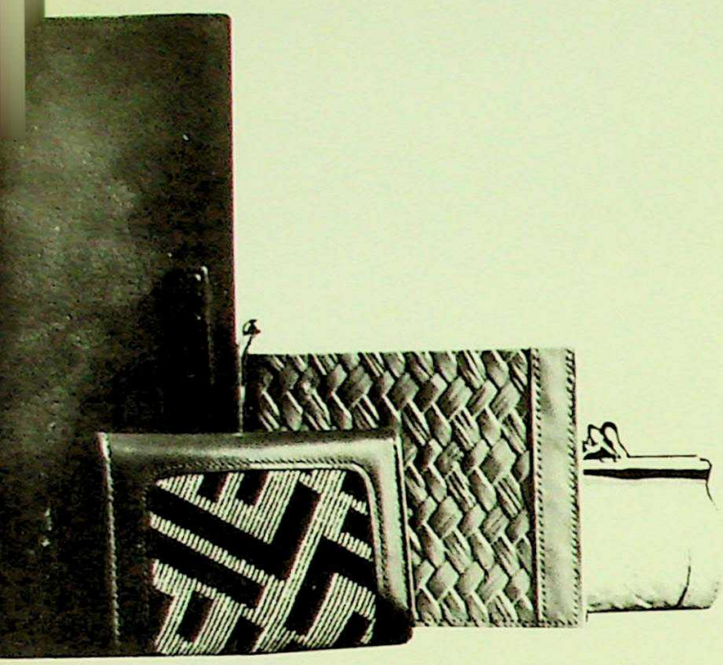
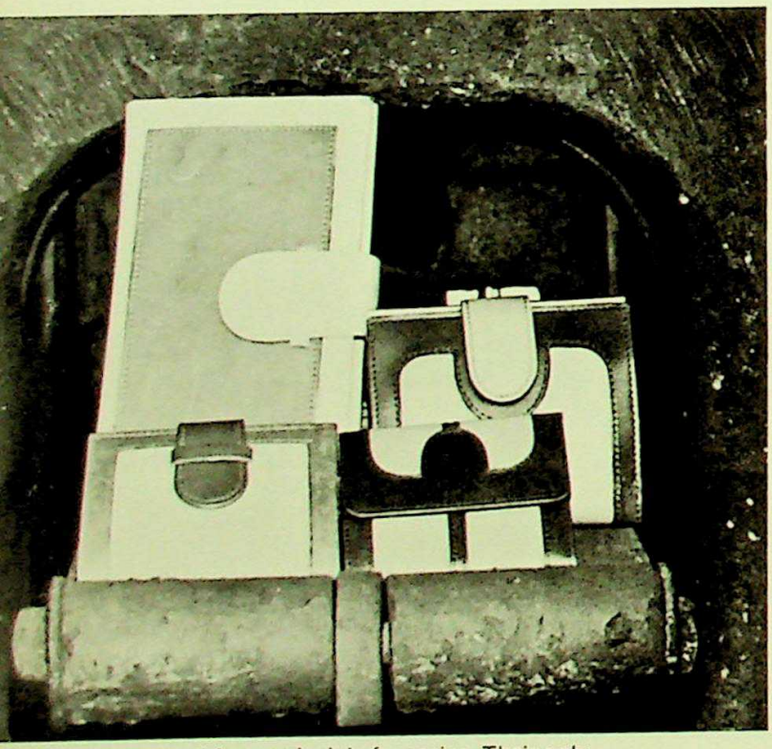


Waiting at the station, from the left: Bosca's Vixen is shown in the Back Pac which has a removable outside credit card holder. In Lowenstein corkette with pigskin interior. The key case, Bosca's Hunt Set of a jacquard fabric and baby calfskin in putty and brown. The look of wicker is really embossed leather from Stratton of London. The petite wallet and barrel change purse are unique new shapes.



The spectators are right on schedule for spring. Their only ornamentation is their combination of color.

On the left, by Anne Klein for St. Thomas, is Venetian. It's a spectator that combines kumquat and yellow or tan with cork and closes with a tuck-in flap. Photographed are the Caretaker and the credit card wallet.

On the right, Lodis shows Mayfair, a camel and tan combination that snaps in the front. It's shown in the French purse and key case.

With Security in Mind

Several of the manufacturers feel that security features are very important and have added new ones for spring.

Rolf's Gagan says, "Women still seem to strongly value security features. The tangible benefits increase if people think they're getting more security. We have a new Tuck-away French purse that has a guard to tuck over the vinyl card windows and allows bills to be pulled right out of the frame coin purse without opening the billfold to reveal what's in the bill pocket. On the framed billfold for the younger set, the bill compartment has a slit corner so that the bills can be removed easily and one at a time."

Fred Bastion, president of Centra, says that security was the purpose for the change in styling on the new checkbook clutches.

"The zippered compartments on the back of the Slim-Line is something we strongly believe in. Women don't have to open their entire purse and show their cards, checks and change just to get a bill out."

Dorothy Schimel of Fran-Stef says the I Love You series is reaching the teen-age market with a checkwriter wallet, credit card case, and tri-fold in denim blue, camel and khaki all for $2.50 retail. In the $3 retail range, a complete new design assortment of Wicker, Flower and Scallop in a series of wallets, French purses, credit card wallets and check writers are available in all basic colors plus kumquat, camel, khaki and gold.

"We've completed an outstanding holiday season," Ms. Schimel says. "Customers are in the market for early deliveries of spring merchandise, a healthy sign for a good season. The new larger handbags have ample room for a woman to carry more than one item in small leather goods. . .a wallet and a credit card case or a checkwriter and change purse."

Leather Demands and Prices

The demand for leather is great and the plg companies are going out of their way to get it. Prices remain high but there is some optimism that the prices may go down—or at least hold.

Bastion of Centra says, "Leather prices are unreal. We hope they'll go down in 1976, but we can't wait to see if they do. We have to order now or we'll miss making our deliveries. We're making commitments and spring commitments were made long ago. We buy domestic leather. We're looking for improvement in the market and we think it will come."

Elpo is keeping prices as low as possible by not having salesmen to call on the buyers. Popowsky says, "The buyers have to find us, and we have to offer low prices because of that. We let stores work on as high a mark-up as they want and we make to specification if the quantities are large enough. We do find that buyers are more quality-minded and if we offer a vinyl and a leather that don't have too great a price difference, they prefer the leather."

Baronet is making its first entry into the market with an all-leather product in a line called the Wild Bunch. Cohen says, "We believe leather is the demand product and a big fashion leader. We're offering top-grained leather at competitive prices. Their buying has been up for spring. Buyers are more selective but if they're seeing results in early sales, they're writing healthy orders. They're more interested in what's moving than just running the gamut of a manufacturer's line."

(continued)

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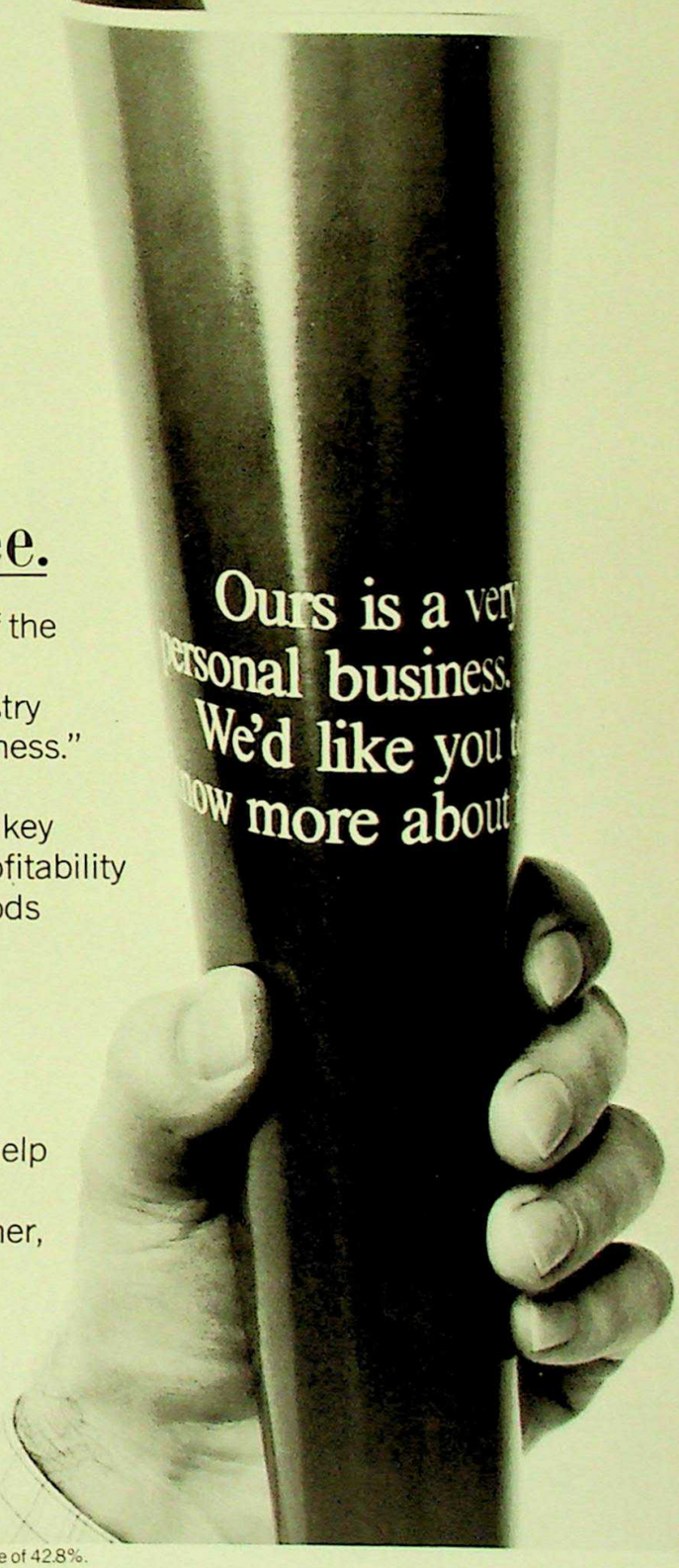

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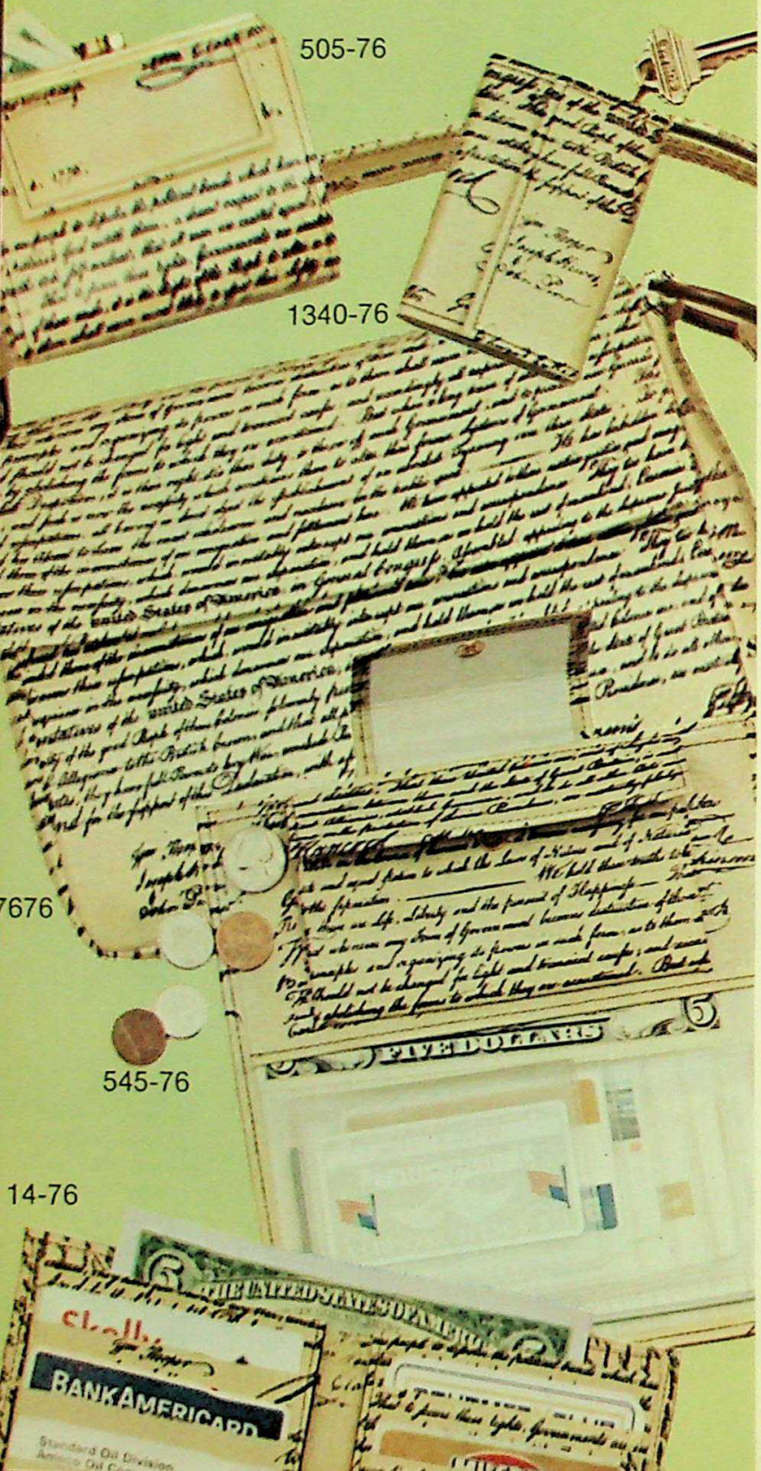

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"They scream about price, and they buy," Dan Segat of Lodis says. "The biggest error in my planning this year was that I didn't get enough high-end merchandise. Stores aren't buying the low-end goods. The trend with people who have money is to spend from $30 to $50 on a French purse—but it has to be beautiful. If the quality and style are there, they don't mind spending the price. Buyers wanted tone-on-tone leathers for spring and looked for a tremendous variety of high fashion at any price. They need the fashion with quality. Our number one best seller is Mayfair, which is camel and tan, at $35 for the French purse and $64 for the check carrier. On the other hand, items are moving very well and we've successfully sold change purses and the bicycle purse at $11 retail."

Buyers have been talking for some seasons of expanding pigskin lines, and Cepelia has found that trend increasing. W. Walas says, "The pigskin is selling very well, but doesn't seem to be moving only as a spring line. Ours are very classic styles with little ornamentation and natural or brown colors. Buyers are calling them seasonless and taking them year-round." Cepelia's men's wallet with an outside I.D. window has been a best-seller and slim, small attaches which look manila envelopes made of pigskin, are also good. There is a men's bag which hangs from a wrist strap that might fit into that part of the market which is currently going un-serviced.

Moscowitz of Carter Leathergoods says, "It's difficult to hold prices but we don't see a big break in the leather market. Most hides are for meat and there is less meat eating, so there are less hides. I don't see how the prices could go down."

Bill Thomas of St. Thomas agrees. "The leather market is so undependable pricewise that it's difficult to plan prices. If we pre-price, we try to anticipate what the rises will be but we don't see them coming down. We are using some fabrics but the bulk of our business is leather. We are switching the lining of our goods from acetate to nylon to improve durability. We're not out to cut corners but we don't expect or intend to have dramatic price increases. The fact that the glove and coat market hasn't been buying so much leather for fall should help prices, but the leather market is still up. One leather we use is up 40 percent from last year.

"However," St. Thomas continues, "there has been a dramatic increase in our business and we're expecting it to increase even further. We're either buying a new plant or building an addition in Gloversville, N.Y. We'll have a new distribution center to ship and stock and will use the present facilities for manufacturing only. Our Indiana, Penn. plant will also be increased. The Gloversville plant will probably be 40,000 feet bigger."

Dan Leeds says Stratton of London is looking for items that incorporate other fabrics with leather. "We import from Italy and England and prices are up on raw goods, We're trying to absorb the price changes and not pass them on to our buyers. One new line, Raffia, combines a woven straw with a leather body and a gold-tone clasp and has done well for spring."

Gagan at Rolfs says he's optimistic about the new season. "The stores were retailing well during the Christmas

season and spring business for us is a carry-over of how well they do then. We're looking for a great January."

Prince Gardner has had very good response to its leather substitute, Mellocote. On the other hand, one of the most expensive lines, Pierre Cardin's jacquard, was a top seller for fall.

Gardner's Gregory says, "Mellocote has done really very well and we're expanding it. If we want to have something at a certain price point, we must find substitutes, materials that haven't even been used before. Buyer response has been good to Mellocote and we generated attention with full page ads. We do believe more femininity is coming back and we see it in neatness and detail, a gradual trend away from the tailored lines we've seen for a while."

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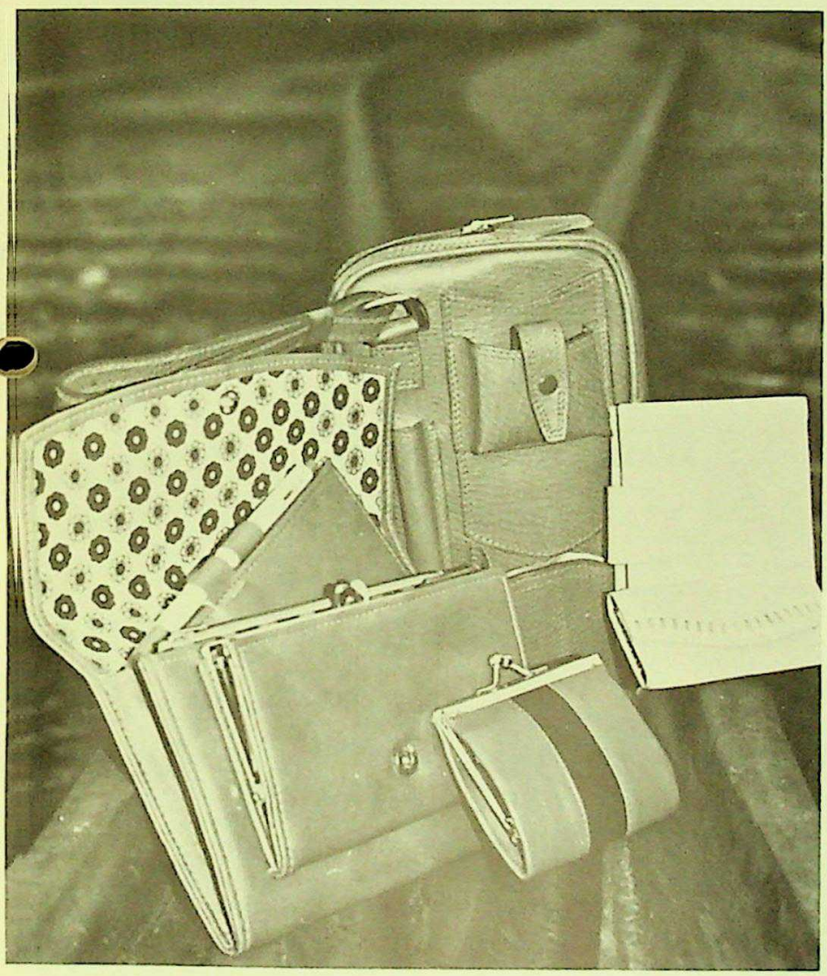

On the tracks are items that are travel-ready. From the center clockwise:

Cepelia's zippered bag for men has pockets for cigarettes, pens and traveler's checks as well as plenty of room inside. It hangs from a wrist strap and is tan pigskin.

Rolf's Moccasin is a soft cowhide with embossing that looks like railroad tracks. Here is the Tuckaway French purse and key case in doeskin, but it also comes in tan, russet and blue bell.

From Roger Gimble Associates (RGA), a change purse and a Gal Friday. The change purse is all leather with a top frame, striped red on camel. Gal Friday is an envelope that does it all—has a check-book holder with vinyl card windows inside, a center zippered compartment, a pen and bright cotton lining. It's soft Lonega vinyl and is also navy, red, bone and blue.

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At Bond Street, the feeling is that buyers want to be safe with colors. They will buy white but the entire selection can't be outdated at the end of the season. Therefore, the camels and browns are doing well, the woven leathers with a cane effect and one color that will brighten up spring, grass green.

January Promotional Items

There are some special January promotions that buyers might want to note:

Prince Gardner is offering the Escort, in top and full grain leathers with a top-of-counter pre-pack display, 24 units in six shades at $24 a dozen, pre-ticketed at $9 retail. A top-of-counter display of 120 mm. cigarette cases, 12 units, top and full grain, in four colors is $24 a dozen, pre-ticketed at $4.50 retail. The checkstasher, which has an inside change purse, is $48 a dozen, preticketed at $12. The checkstasher with a framed outside coin pocket is $60 a dozen, $15 pre-ticketed, in top and full grain, six colors.

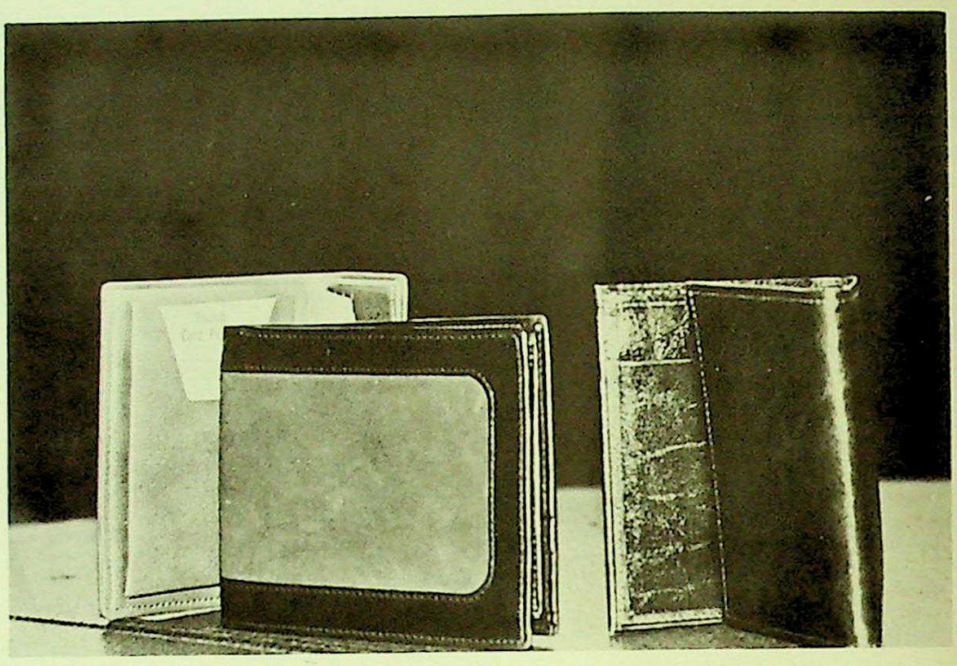
For men, Gardner's promotion is a mini three-fold at $36 per dozen, $9 pre-ticketed in top grain leather. Escort credit card billfolds, $30 per dozen, $7.50 pre-ticketed, are availalbe or a combination of 48 Escorts and Minis at $132.

Carter's spring promo is three dozen items—12 checkbook clutches, 12 French purses, and 12 credit photo-folds—at $25 per dozen in five colors.

Centra is offering a group called 2300R that's a dozen assorted styles. It has four slim-line checkbook purses, four credit card photo holders, two midi clutches with the single frame, and two French purses at $23 a dozen. Colors are red, blue and tan.

To stimulate January sales, RGA has checkbook clutches, credit card cases and Ms. Softees, all leather inside and out, for $3.99 retail.

—LINDA BERMAN

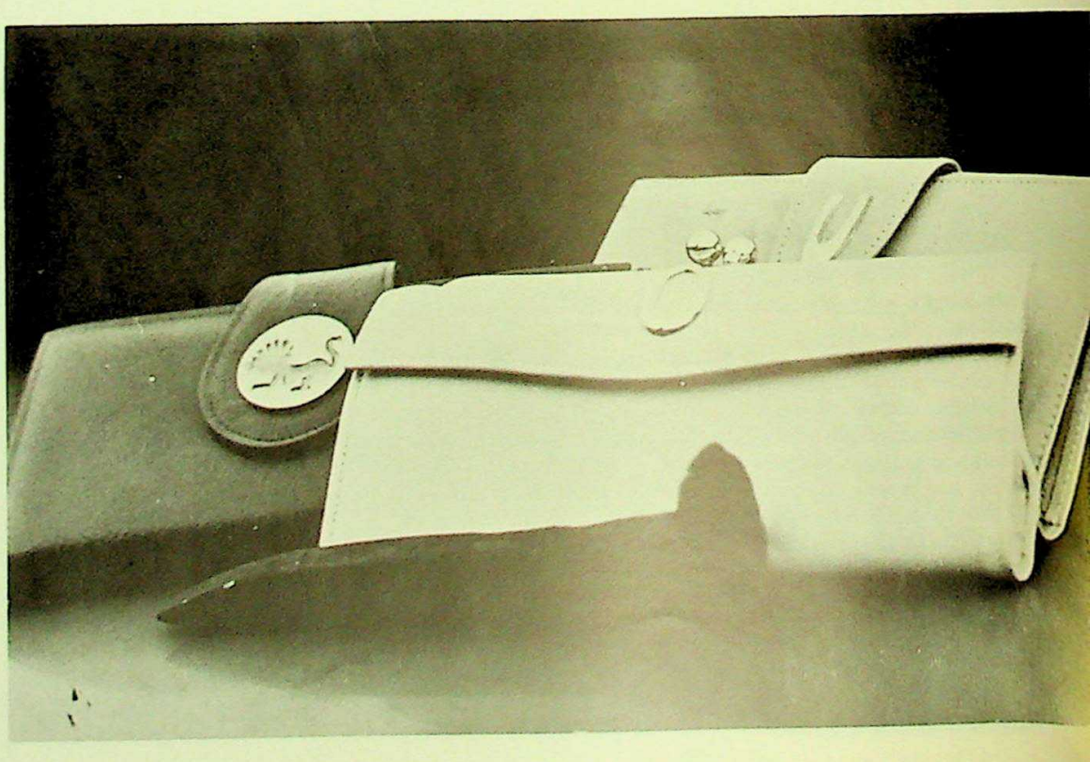


Tracking down the changing tastes of the men's market, from the left:

The Imperial two-fold in the Briarwood series is Buxton's newest for men. It has a thumb card pocket, vinyl windows and a bill compartment. It's shown in tan Aberdeen cowhide but comes in black also.

Luxurious soft NuBuck suede is surrounded by calf in this trim Park Lane billfold from Lodis.

Prince Gardner's mini-three fold is one of the Thin Men group. It is Calfelle cowhide, has a full-width bill compartment, center photo card and I.D. pocket with eight removable vinyl windows and two credit card pockets.



The new flat looks on the flat car: Baronet's snappy Slim-velope in jacquard fabric has vinyl photo card pull-out, full zipper compartment and wide cosmetic or change area. The tailored look in a flat checkholder from Baronet is called The Wild Bunch. It's top-grain antique cowhide, top-stitched with a flap-over outside coin pocket and flat inside coin pocket.

Carter's soft carry-all is only five inches wide but has inside zipper and pockets and has been selling especially well in kumquat.

Buxton's latest addition to the Tender Touch collection is called Purso-Chango. It reverses from the bright cotton print to soft leather. It has a snap change pocket, two large flap pockets and two zippered compartments. Colors are brown, red or navy.

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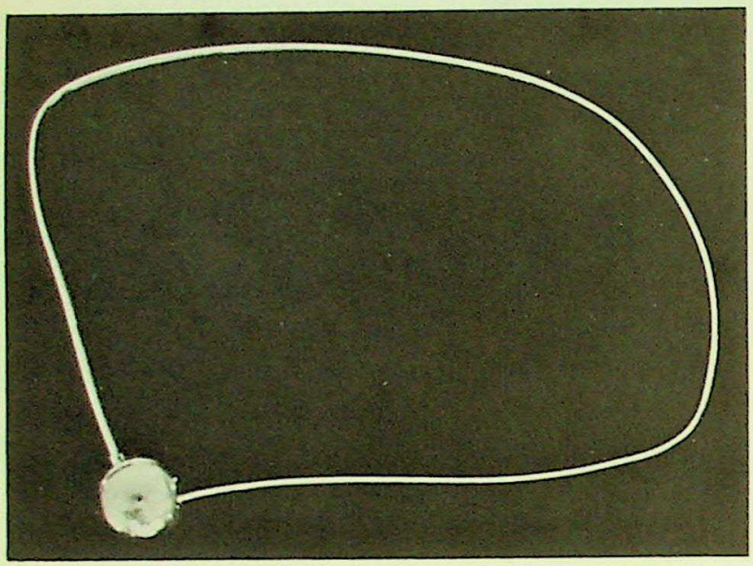
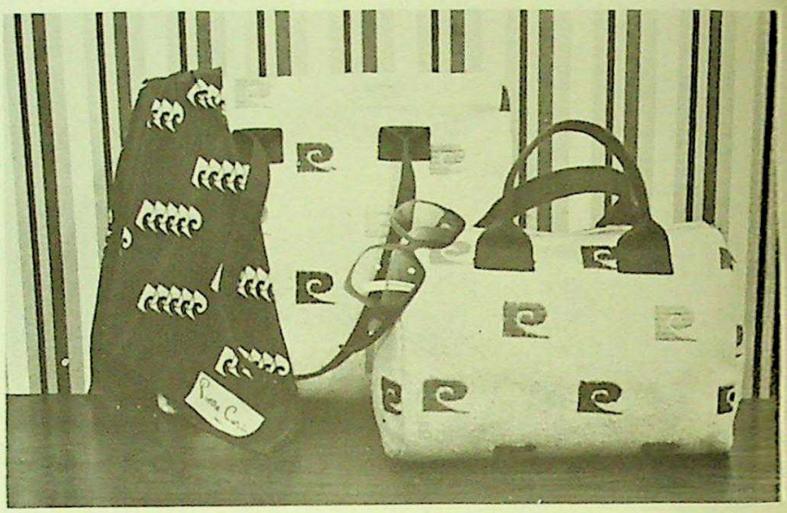
Look, It's New!



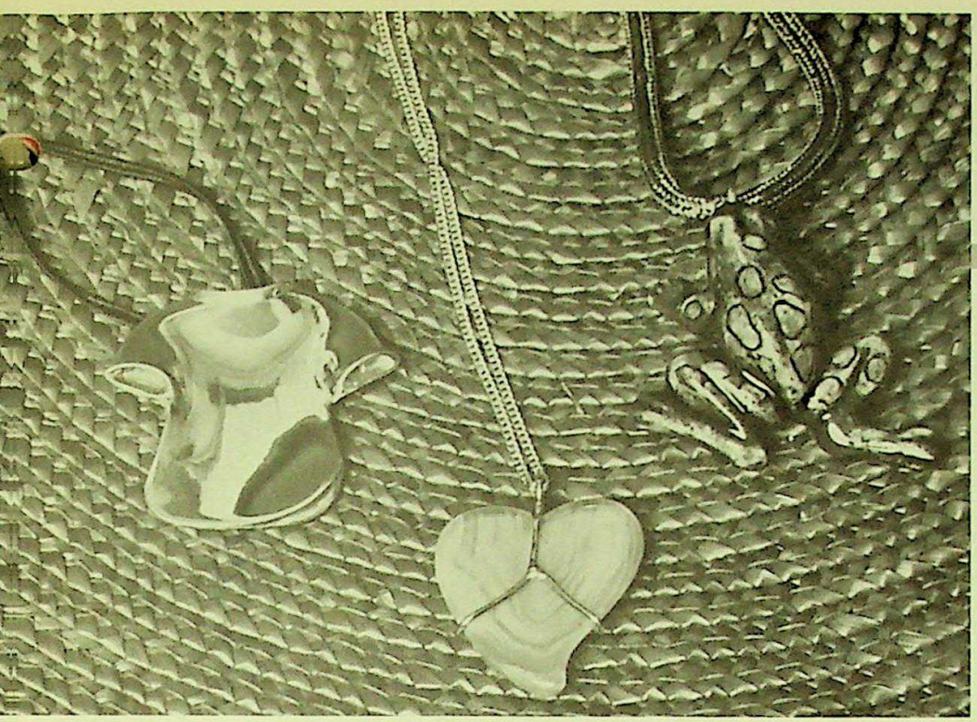
"Moodstone". . .at the waistline, on a silver snake belt — changes its colors over clothing too. At $42 dozen by Omega, 330 Fifth Ave.



"Haitian" cotton, an appealing natural, nubby fabric, makes up this new, casual Pierre Cardin signature group for spring-summer. The signature design is in monochromatic tones. The Pierre Cardin scarves and sunglasses also at this showroom, — 330 Fifth Ave.

"Hurrache" leather blended with burlap creates an exciting new group at Jaclyn. Roomy, shopping tote styles, natural tones, the group at $8 cost. 330 Fifth Avenue.

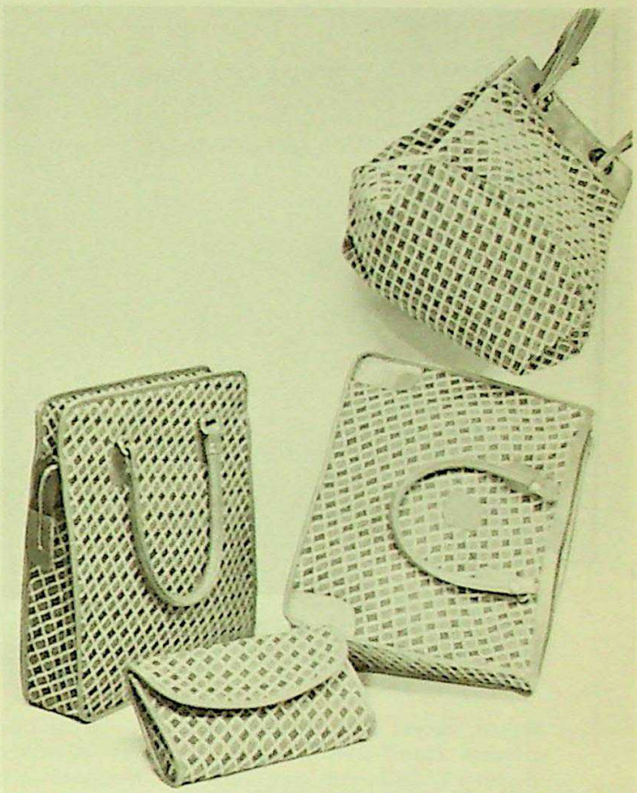
What makes fashion tick. . .time pieces, all with 17-jewel mo ments. Pendant watch, "Bravura," octagonal ring watch,"Ingenu fashion watch, Mini-Midas." From Trifari, 16 East 40th.



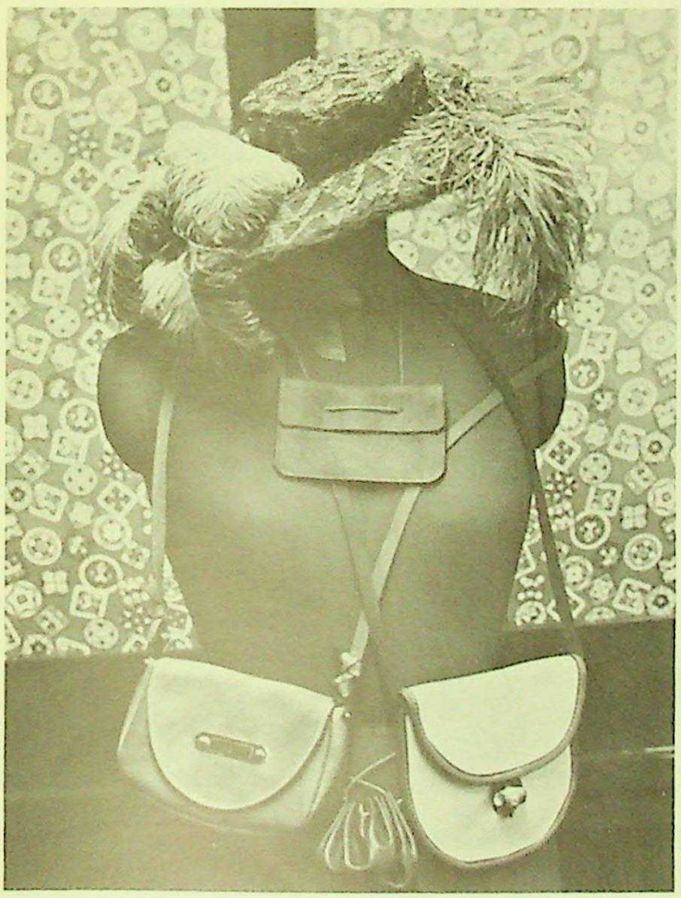
Whimsical pendants. . .new, new, the tee-shirt in polished pewter sculpted for a great touchy feeling, on a black ribbon cord. By Zentall, 389 Fifth.

Center, semi-precious agate sculpted and polished into a lovely soft-colored heart. On an 18k gold plate chain, $12.50 cost — a great Valentine's Day item (gold attachment does not show). Abbe Creations, 29 West 35 St.

Right, a delightful frog friend handpainted on glass on a green cord. By Sandra Pailot for Fashion Items, 417 Fifth.



Understated jacquard signature fabric by Diane von Furstenberg, in muted shades of slate and tan. Here, four of several styles ranging from $6 to $24. At Paristyle, 33 East 33rd.



Bagatelles — ten different styles, in leather and canvas. They range from $3 to $5.50 cost, including an initial bag (the customer sends in a card to Daveys and the stick-on initials are sent to her). There's a great color story at Davey's for spring, such as aqua and "surf" (light green) in leather and raspberry, lilac in canvas. 330 Fifth.

Quilted natural canvas, in roomy styles, tote and pouch — a simple, uncluttered look. Made in India, about $6 cost. The new Chocolate Chip line at Leather Leatherland, 10 West 33rd Street, NYC.

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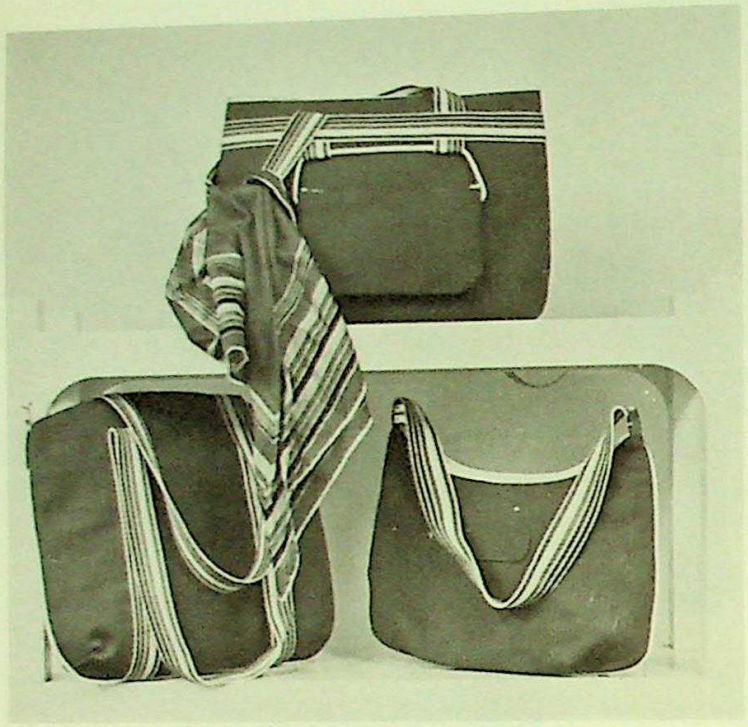
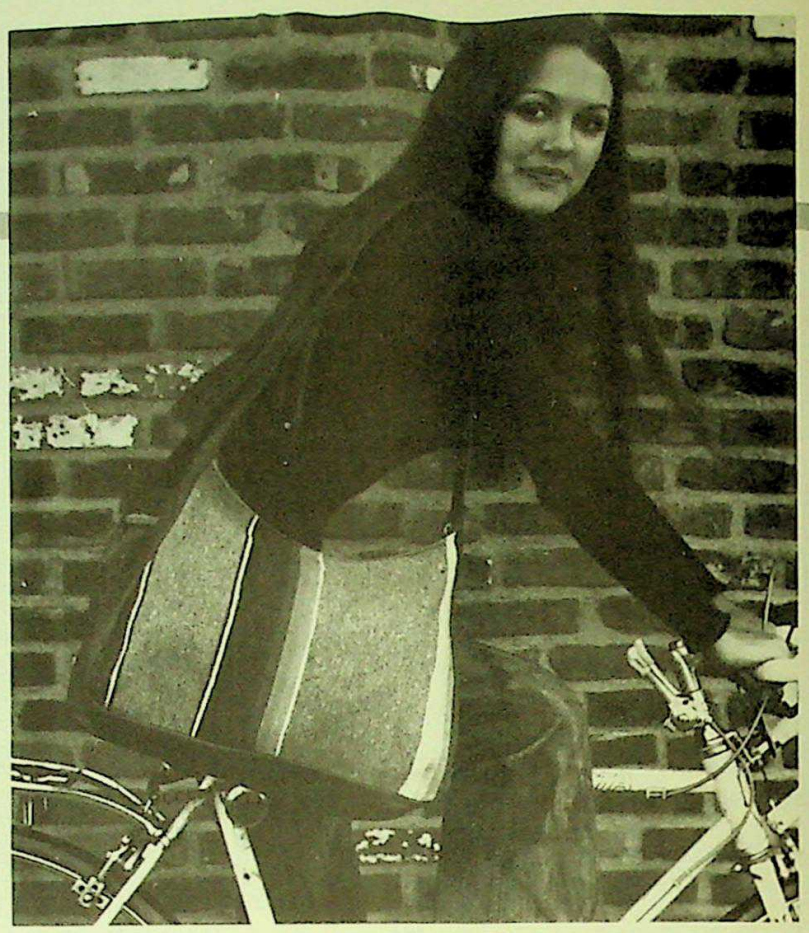
Look, It's New! (continued)

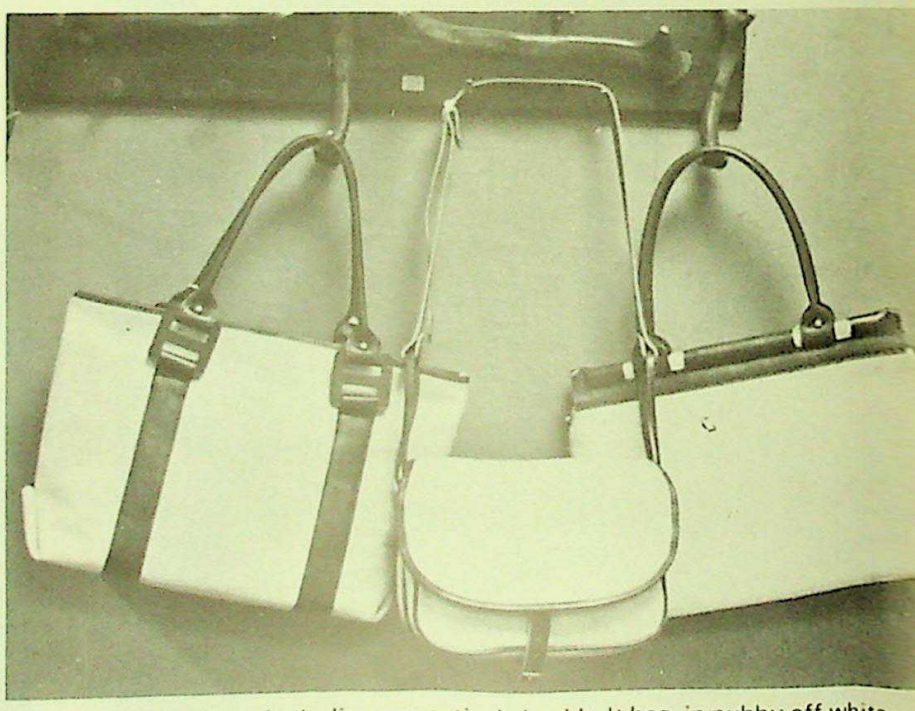


Bright canvas with striped webbing — note shape on top with outside detachable purse — scarf in coordinated stripes. At Richmark, 347 Fifth Ave. Also here: pretty pastel canvas styles and quilted natural canvas.



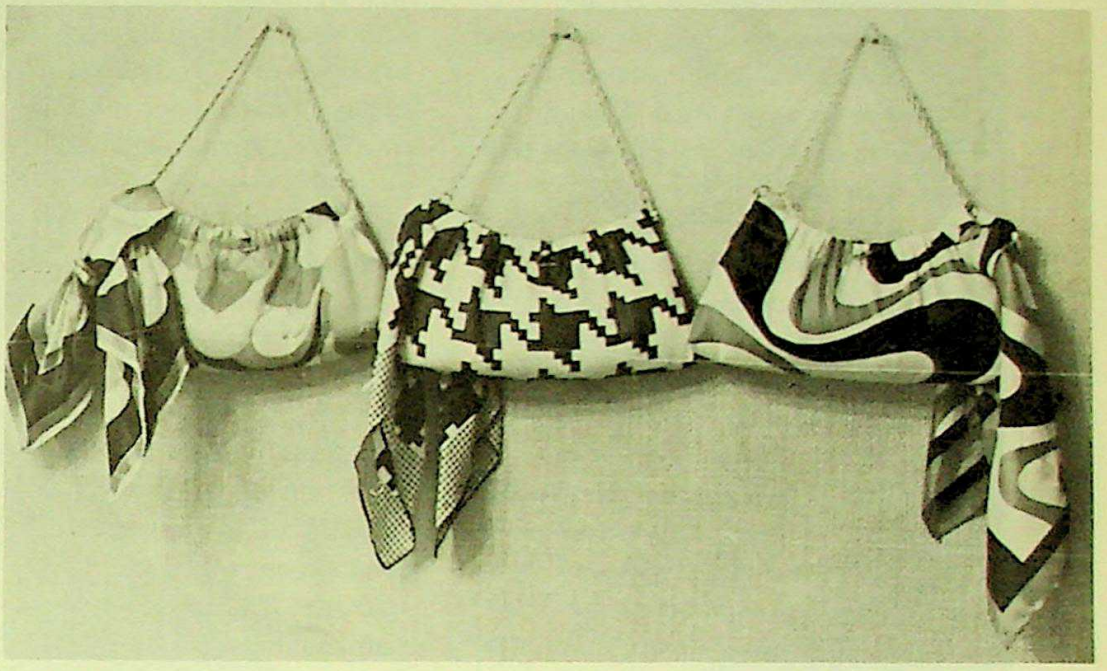
Serape stripes — on grey flannel with leather trim, including hobo and bucket shapes. By Lady Thriller of Laguna Beach, California, at Flair Accessories, 330 Fifth.

Bright new look in canvas with multi leather trim — background in natural shades, navy, black, red. $7.50 — 10 cost, from Margolin, 330 Fifth Ave.

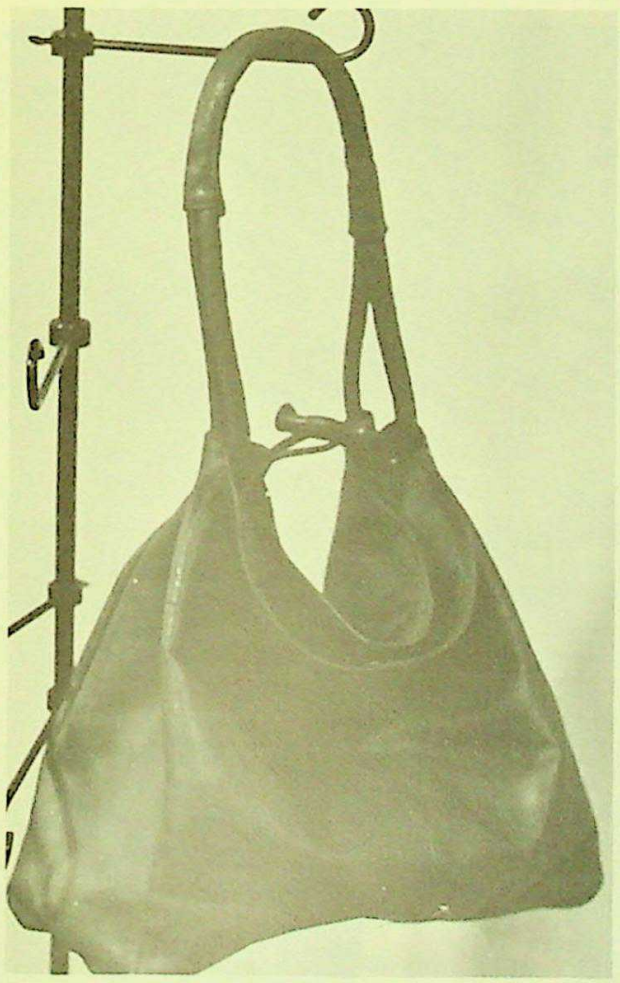


Natural trio. . .including a practical-sized belt bag, in nubby off-white Haitian cotton trimmed with rich leather. A new sport-natural look for spring at $11-14. From Markay, 15 East 32nd Street.

It may not be new but. . .it's becoming a classic — this sleek patent envelope with Shirl Miller's "signature", the nail and screw lining. In new luscious spring colors at $4 cost. SM Bags, 15 East 32nd Street.



Matchmakers — boldly printed scarves to match come with these shirred hobos. Bags have golden chain, facile opening. Both in acetate, bright spring colors, the scarves are 27" squares. The *pair* at only $7. At Harry Levine, 20 West 33rd.



Scrumptious, squashy leather in an oversize hobo with sturdy rolled short shoulder — the no-hardware, no-nonsense look. It features a unique leather tie clasp. From Dimensions in Handbags, at $3.50. 22 West 32nd Street.

Tone-on-tone suede cloth and urethane strike a handsome match in multi-compartment bags and organizers at $15 to $20 cost. Designed by Magda Makkay for Charisma by Makewell, 5 East 33rd.

Accessories Survey

(continued from page 29)

"There is a similar lack of professionalism on the part of the union which in lieu of establishing a system of on-the-job training based on an equitable wage standard for the lowest level of workers, prefers instead to raise workers above their capabilities merely to get them a higher wage than their skills warrant."

Possible Solutions

What can be done? Comments ranged from a curt "probably nothing" to lengthy lists of possible solutions. There was a general consensus that the industry should attempt to recruit more young people with fresh, innovative, adventurous ideas. There was an exchange of "more organization on the part of the retailer" and "more flexibility on the part of the manufacturer."

One very frequent suggestion was consolidation of manufacturers, thereby increasing risk capital and incentives to attract new talent.

A Trade Show?

In regard to the question of a fashion accessories trade show, the response was nearly unanimous: a resounding "No!" One jewelry manufacturer was quite emphatic: "I hate the idea! It would absolutely stifle creativity and actually stimulate 'knocking off'." A California dmm agrees: "It would not stimulate creativity, which is, after all, what makes this industry tick." One dmm, a Texas retailer, citing the new interest in California, suggested the development of regional shows.

"We need cooperation, communication, and collective effort. Accessories is our industry and like it or not, we're all related to one another."

Others felt that so many manufacturers, displaying their lines in one center, would only serve to create confusion and make the buyer's task even more complex and difficult.

Apparently a trade show would not benefit the large manufacturer either:

"We have the talent—but talent must be supported and promoted."

"Trade shows are not advantageous for the established manufacturers, who have permanent showrooms, and can't satisfactorily man a trade show booth at market time."

An Accessories Association

Responses to the institution of a Fashion Accessories Trade Association were varied but the consensus was generally positive. Those who said no seemed somewhat confused about what such an association might be and its appropriate functions, rather than adamantly opposed to its institution.

Proponents liked the idea of a central clearing house or hub of activity that would deal with governmental matters such as legislation and lobbies, coordinate industry thinking, encourage talent searches, and promote ideas. One handbag manufacturer put it very succintly: "An association offers an

Come On Up To Our Place
Let's Get Acquainted !
We'll show you what NOW is in jewelry . . . at THEN prices!
GLENN MITCHELL JEWELRY
389 Fifth Avenue, NYC 10016
Telephone 212 889-2979

opportunity to collectively improve."

A trade association might prove beneficial in realizing one manufacturer-importer's objective: "We must agree on a total industry level—meaning manufacturers, merchandisers, buyers, union, industry association and industry publications as to what our weaknesses are and then work jointly to correct them."

This manufacturer suggested that "the present handbag association be strengthened to make it more meaningful to the industry as a whole, *particularly in the statistical area.* Under its present management it is a mirror image of industry weaknesses and is in no way equipped to provide the necessary services needed to both service the industry as it exists and to help it, in the future, to gain strength and rectify weaknesses."

Timing of the Markets

Almost everyone agreed that the timing for the New York markets is "OK as is"—except for the November market.

One manufacturer commented: "The November market is a waste. Buyers are under too much pressure in November with no open-to-buy and very often they're seeing half lines and closeouts."

"We must try to encourage young people to come into the industry with more imaginative, creative ideas."

A handbag manufacturer complained: "Why have a November market? The buyers only come back in January and say what's new?' And we've just created a whole new line in November that they *haven't* bought. When they come in November, it's just to test for spring—and how on earth can you test for spring in January?"

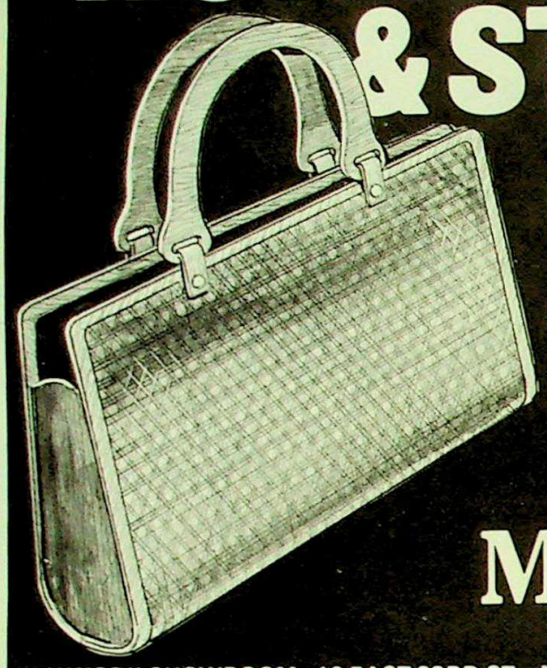
"The November market is ridiculous," added a scarf maker. "The Christmas figures are not in. The buyers return in January wanting to see what's new again."

A Texas retailer commented: "We like to be known as an 'advance store'. We would like to see more spring styles in August for December

(continued)

Dover Handbag Co., Inc.
LOOK, DOVER
ANY WAY YOU
DOVER
DOVER
STANDS OUT
10 West 33rd Street
New York City 10001
Telephone: (212) 563-7055

NATURAL WOVEN CANE & STRAW



STYLE NO. 7761

MARCUS BROTHERS

NEW YORK SHOWROOM · 10 EAST 33RD ST. · NEW YORK, NEW YORK 10001
MIAMI SHOWROOM · 1950 WEST 8TH AVENUE · HIALEAH, FLORIDA 33010
Other showrooms in Atlanta, Dallas and Los Angeles

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Quality and Styling

HANDBAGS

by

Classy...

CLASSY LEATHER GOODS CORP.
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MU 4-1092

(continued)

buying." A handbag manufacturer disagreed: "Women today buy a handbag when they *need* one, not prior to the season. Just because a store has the next season's merchandise in, doesn't mean she's going to buy it three months before she needs it."

The Crystal Ball

In regard to the future, one manufacturer-importer seemed to speak for the industry as a whole as he crisply listed his predictions: "Fewer manufacturers, smaller lines, larger firms, consolidations, mergers, and more importing as domestic costs increase."

"Both rtw and accessories must make an American statement."

Another manufacturer agreed: "Stores are increasingly narrowing resources, resulting in fewer firms." As firms decrease in number there will be a concomitant increase in diversity: "Item houses will be the result for mobility and coordinating."

Another manufacturer's analysis echoes these comments: "Individual firms within our industry 'run scared' and follow the pace. In essence this is symbolic of the industry's major weaknesses—a total fragmentation with too few giants and too many 'cottage' companies. Consolidation would give the industry greater stature, allow greater economies and more efficiency in production as well as more opportunity for innovative thinking, all of which will best serve the consumer in the long run."

The importance of accessories is expected to increase and according to one manufacturer "will become more of the total fashion look of a store rather than an exemplification of the individual buyer's taste."

"The future does not have to fall upon us with an avalanche of surprises, said a retailer. "To a large extent, we can control what happens to us tomorrow by close attention to today's problems, analyses of current situations and careful planning."

the mini-bags

latest fad to cross the sea — totally impractical, but fun

1. French blue leather with natural hopsacking trim, by Baron Int'l
2. All-leather north-south bagette by Marli
3. Soft leather with chrome sphere in a belt bag by Milton Farquhuar, at Marli
4. Jute and leather belt bag by Ruza
5. A natural handpainted gorde (top comes off) by Judith Ann for Marli
6. Suede square with corduroy paisley insert, Walborg
7. Mini pouch in burlap trimmed with jute, or in vinyl, by SM Bags.

News & Notes

RETAIL EXECUTIVE CHANGES

CALIFORNIA

San Francisco. Robert Burnette, former mdse adm. for accessories, has been promoted to sr. v.p. for accessories, cosmetics and intimate apparel at Macy's California.

Los Angeles. Maureen Nassif, former costume jewelry buyer at J. W. Robinson's, has been promoted to div. mdse mgr of intimate apparel. She succeeds Nancy Myers, who continues to merchandise moderate sportswear and adds responsibility for accessories. Chris Bent, who relinquishes the accessories, will now concentrate on merchandising junior ready to wear. A new buyer of costume jewelry has not been named.

FLORIDA

St. Petersburg. Neil Ellis, mdse mgr. of apparel and accessories for Webb City, has been named mgr. of the newly acquired Wilson's Dept. Store in Gainesville.

GEORGIA

Atlanta. Martin Schwartz, mdse adm. for the budget store at Davison's, is being promoted to vp and gen. mdse mgr. of womens accessories, childrens world and the budget store. Alan Anderson, who has been vp and gen. mdse mgr. for ready to wear, intimate apparel, accessories and childrens world, has resigned to assume the position of president of Howland's stores, based, in White Plains, N.Y.

ILLINOIS

Chicago. At Carsons, Austin Flanigan, former handbag buyer, is dmm of accessories; Fulvio J. Cortesi, former dmm of intimate apparel and accessories, is dmm of intimate apparel.

LOUISIANA

New Orleans. Stephen Derby Gisclair has been named buyer of girls wear 7-14 and girls accessories at Maison Blanche.

MASSACHUSETTS

Braintree. Tody Dondis has joined Touraine Stores as buyer of fashion accessories and Carol Bradford has been promoted to buyer of handbags. Brenda Rand continues as buyer of better dresses and Liz Campbell as buyer of gloves and hosiery.

MISSOURI

St. Louis. A recent appointment to the buying staff of Stix Baer & Fuller is Diane Carr. She will handle fashion jewelry and fashion watches.

NEW YORK

Buffalo. William S. Reese III has been named div. mdse mgr. of accessories and intimate apparel for The Sample, Inc. succeeding Lousi DeMascole, who has left the company.

New York City. Mimi Platcow, former vp and mdse mgr. of accessories for Associated Mdsg. Corp. has been named vp and gen. mdse mgr. of the Budget store.

New York City. Donald C. Boyle mdse mgr. of the accessory div. of Lord & Taylor, has been appointed vp and director of personnel.

New York City. Harriet Sheinberg has joined Currents Buying Office as swimwear buyer. Karen Solomon, who relinquishes this responsibility, continues as accessories buyer.

PENNSYLVANIA

Pittsburgh. Theresa Agnew, former branch store dept. mgr. for Gimbels Pittsburgh, has been promoted to buyer of toddlers wear, childrens underwear and accessories.

RHODE ISLAND

Providence. Gerald A. Gould, former accessories buyer for Diana Stores, North Bergen, N. J., has joined the Peerless Stores as buyer of handbags and accessories.

OHIO

Akron. At the M. O'Neil Company, Ruth Gipson has returned as buyer of couture dresses. Barbara Ake, who relinquishes this area, continues to buy couture sport dresses and adds a new department, couture accessories.

VIRGINIA

Richmond. Peter Coyne, former asst. div. mdse mgr. of ready-to-wear at Thalhimer Bros. has been named to the new post of divisional mdse mgr. of career fashions.

MANUFACTURERS

A new scarf collection called **JoAnn's Designer Classics,** has been created by JoAnn Williams. The line features two collections: JoAnn's Signature Collection, featuring top-of-the-line creations and Scarf World Collection, based on an inter-cultural theme. The collections are priced from $22 to $30. Marketing and sales are handled by Okumura and Wilking, Inc., 1901 Avenue of the Stars, Los Angeles.

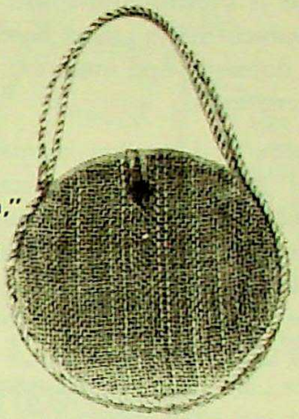
New faces at Jewelry **Concepts** (Accessory Street) include Rebecca Tafaro, new vice president in charge of merchandising dress accessories and Howard Abrams, new sales manager.

(continued)

STRAWS STRAWS STRAWS

Style 992 Seagrass "Pizza" with sturdy jute rope handles, jute trim. Patterns Assorted

● CHINESE STRAWBAGS Assorted Styles
● PHILIPPINE NATURALS
● NATURAL FIBER NOVELTIES



Style 903 Philippine Natural Fiber "Pizza," Manila rope-around handles.

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NEW YORK	LOS ANGELES
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DALLAS	(713) 371-7528
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OKLA.	(405) 239-2995
SAN FRAN.	(415) 781-0992

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General Offices & Plant
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●

Office & Showroom
330 FIFTH AVE.,NEW YORK 10001
Phone 868-7767

News & Notes
(continued)

Tano, Inc. has formed Boston Paca, a new division to market leather and polyurethane handbags retailing for $13 to $35 and belt bags retailing for $7 to $18. The division is headed by Frances Morant.

Gary Gaines Handbags has opened a new showroom at 320 5th Ave. Sally Leland is showroom manager for the firm which offers casual handbags of both domestic and imported leathers and synthetics.

Kenneth J. Lane has contracted to design an accessories collection for Robert Bestien. It will include bags, scarves, and possibly other items. Mr. Lane is leaving soon for a tour of India to seek out unique silk fabrics and leathers for the collection.

The Lane-Bestien accessories will be introduced to buyers during the May fall market week at the Best Craft showroom, 330 Fifth Avenue.

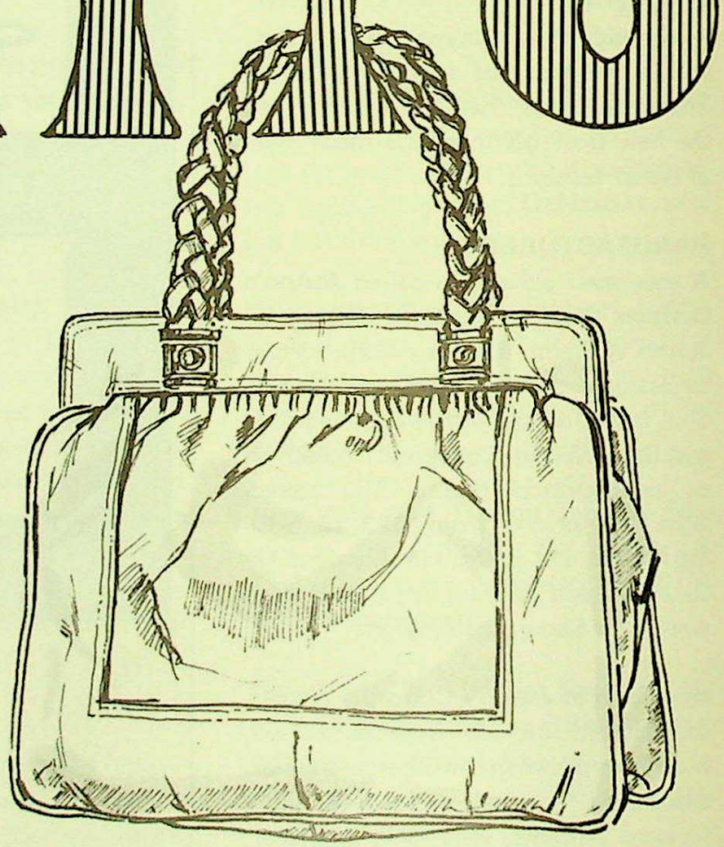
Roger Goring (right), vice-president of Saks Fifth Avenue, chats with Jack Orshan (left) of Paristyle Fashion Enterprises, and Richard Bienen of Richton accessories group at the NHA seminar.

The annual meeting of the **National Handbag Association** was held December 4, at the Statler Hilton. Morning and afternoon discussion sessions featured such topics as customer relations, credits and collections, and production and quality control. The sessions are designated to promote the free exchange of ideas and opinions among manufacturers.

Approximately 92 individuals attended the noon luncheon, with speaker Roger Goring, vice president and mm of fashion accessories at Saks. According to Mr. Goring, "the next 10 years should mark a new era for domestic manufacturers. With higher production costs abroad and increasing delivery problems, American manufacturers have a decided advantage. What is needed now, more than ever, is innovation and self-confidence."

TANITO

...young by design



simplicity is the message

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Second Floor. Call (212) 684-3750

In a move directed at facilitating retailer/company relationships, the **Rockley Group** has announced the appointment of four senior account executives: Janus Acampora, Buddy Alexander, Jesse Drogin and Bill Mirkin.

All four executives have been affiliated with the organization through its two-member companies, Coblentz and Walborg, for many years. They will assume responsibility for representing both companies as liasons at the retail level. Mr. Alexander also will be direct liason between both divisions and New York resident offices.

The announcement was made by Norman Barnett, president of the Rockley Group.

The **John Romain** collection is again being marketed and may be seen at 320 Fifth Avenue. The line is represented by Nikki Lagares. It includes leather and linen and leather handbags, corn husk straws and macrames with leather trim.

Omega Fashions, Ltd., manufacturers of ladies belts and accessories, has promoted Alex Blass to corporate treasurer and Sheldon Etline to sales coordinator.

Omega has a new general office and factory address: 387 Park Avenue South, New York City, 10016. The Omega showroom remains at 330 5th Ave., New York City.

Charisma by Makewell has announced its affiliation with **Cabrelli of Canada** in a joint venture to reintroduce Canadian styling to the American handbag market. The affiliate will be known as Charisma by Cabrelli, and its spring line is currently being shown at Charisma's New York showroom.

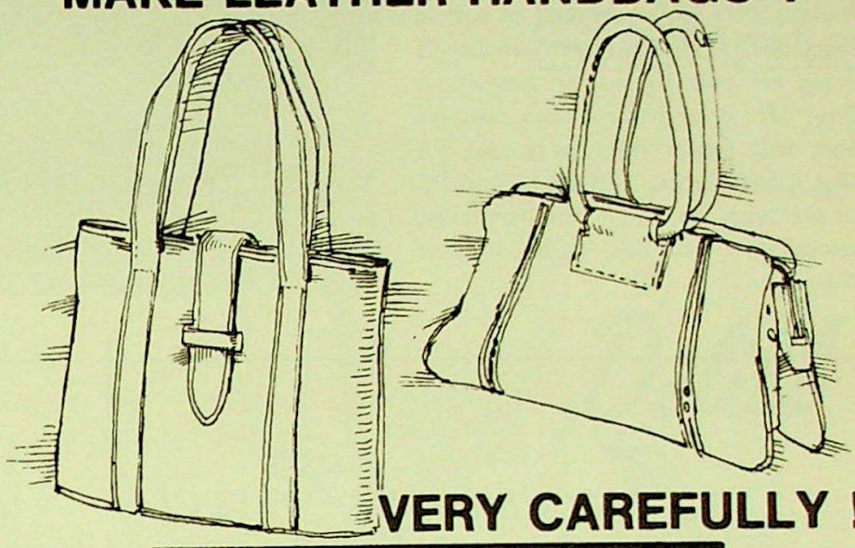
All merchandise will be inventoried and shipped from Charisma's Pennsylvania plant.

RETAILERS

An inadvertent suggestion in the Kiplinger Washington Letter that other large retail chains (in addition to W.T. Grant) may be in trouble was challenged by T. David Reznik, of Marketing Catalysts, Inc. Kiplinger Washing-

(continued)

HOW DOES A COMPANY WITH A NAME LIKE COTTONTEX MAKE LEATHER HANDBAGS ?



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Available in several styles and colors. This style No. C-9304

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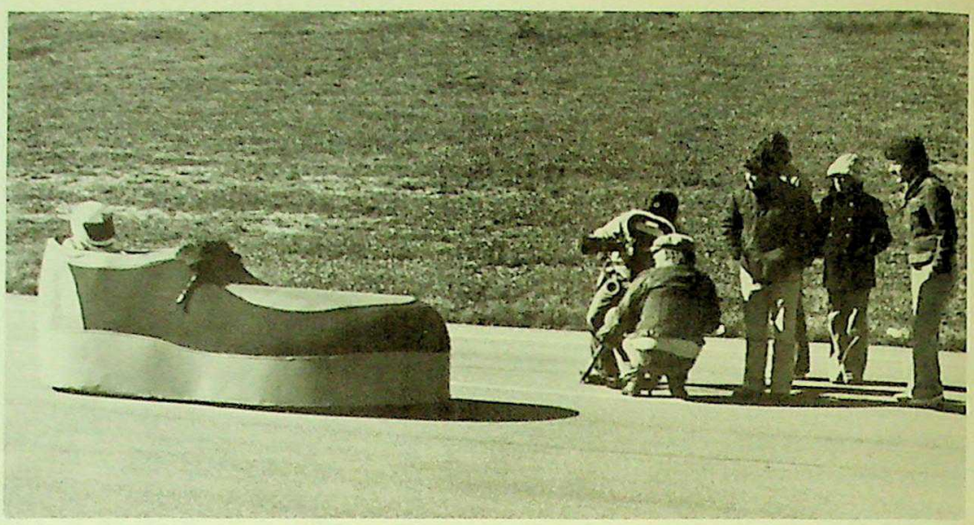
News & Notes

(continued)

ton editors admitted their mistake—so "there's no need for panic."

Ronald Price, vice president of **Artbag Creations,** 735 Madison Avenue, is doing his part to support New York City. Mr. Price hung a sign over his door that read: "Help us to save our city. Contributing 10% of our profits to the town we love." Reaction to the campaign is described by Mr. Price as "beautiful."



Invasion from outer space? Science Fiction comes to life? The birth of the shoe people? None of these: It's a scene from the recent shooting of a commercial to introduce **Carber Shoes'** new line of Carber-ator Shoes for women. The concept involves a huge motorized shoe going around a race track. The campaign is now running in the New York market.

Correction:

National Handbag Company of Minneapolis was omitted in error from the advertiser's listing on December's Readers Service Card. If you would like information on National, a new leather bag company (see page 51 of this issue), mail this to: Handbags & Accessories, 80 Lincoln Ave., Stamford, Conn. 06904.

Name _____

Store _____

Address _____

Correction:

Chocolate Chip is the name of the new handbag division of the **Bren Corporation.** In error, H & A used the name of Bren's belt line, Leatherleatherland, in the December Reader's Service Card. If you would like information on Chocolate Chip, mail this in to: Handbags & Accessories, 80 Lincoln Ave., Stamford, Conn. 06904

Name _____

Store _____

Address _____

(continued)

Accessory Street

ANNOUNCES
THIS JANUARY

Willis Hill, headwrapper extraordinaire with Leo Narducci scarfs and scarf accessories.

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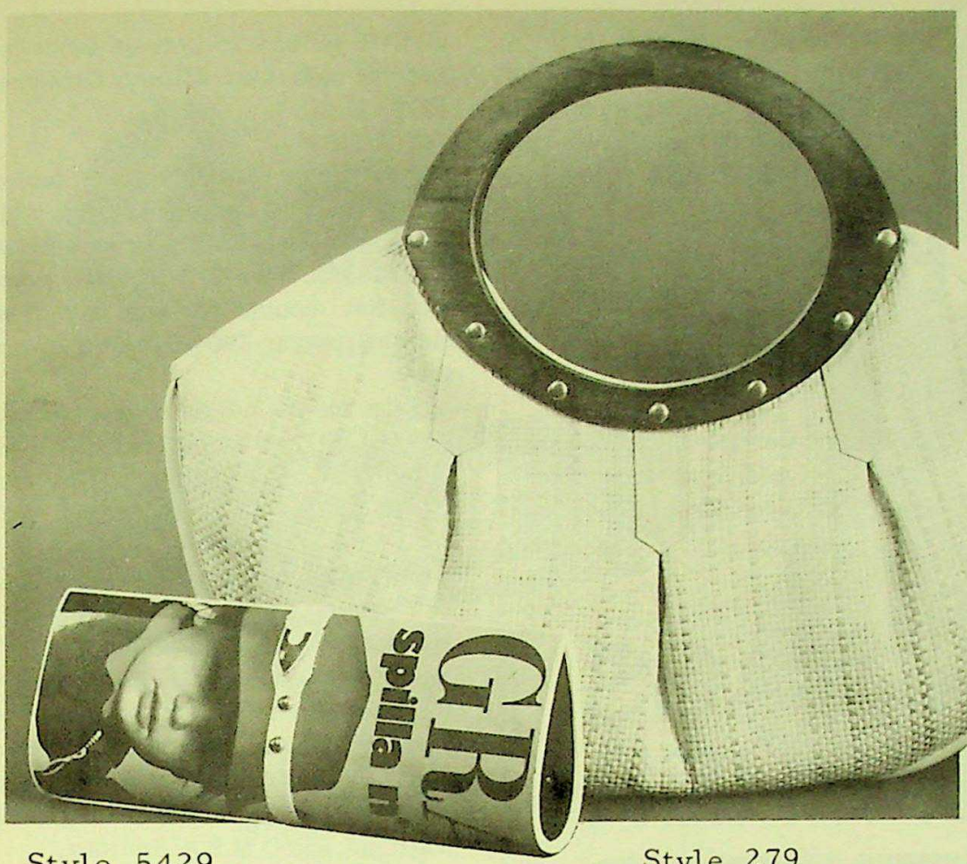

Spring thru Summer

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Magazine Clutch Bag

Style 279
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No. 3202

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News & Notes
(continued)

FINANCIAL

SCOA Industries. reports a record third quarter, ending October 25. Earnings for the quarter increased to $1,906,000 or 57 cents per share and sales rose to $131,712,000. SCOA Industries is a general merchandising and footwear company.

Pandel/Bradford, Inc. (AMEX), a producer of man-made leather substitutes, reported record sales for the year ended September 27, 1975.

Sales were an all-time high of $42,007,000 compared to $36,687,000 for the preceding year. Net income was $540,000 or 42 cents per share in 1975 versus a loss of $1,210,000 or 94 cents a share in 1974.

Jaclyn, Inc. has declared a regular quarterly dividend of $.09 per share payable on February 13, 1976 to shareholders of record January 13, 1976.

The Akron, Inc. announced that it has received an additional loan commitment from Union Bank in the amount of $1.5 million to provide funds for seasonal cash needs through December 1976.

Family Dollar Stores reports record fourth quarter sales and earnings, ending August 31, 1975. Sales climbed to $15,341,708 from $12, 975,312 a year ago. Net income for the last three months rose to $964,648 or $.24 per share.

Sales for the full fiscal year reached $53,187,607, up from $49,591,214 in 1974. Net income for the fiscal year was $1,406,921 or $.35 per share a year ago.

SUPPLIERS

Herman Schwabe Industries has acquired the Ludlow Division, a subsidiary of Frier Industries, Inc. The Ludlow Division will continue to market Sagitta Thermo Cementing and Folding equipment, Hestika Cementing machines, and O.M.S.A. Splitters.

Installation of new officers of the **Handbag Supply Salesmen's Association** took place "Ladies Night" at Leonards in Great Neck, Long Island on November 22, 1975. The new president is Gino DeMatteo.

A new display system for handbags, known as Image II, has been introduced by **Garcy Corporation.** The new system, consisting of a full and half frame, is lightweight, flexible, economical and easy to assemble. A complete display unit, The Handbag Boutique, is also available. Those interested may contact Garcy Corporation, 2501 North Elston Avenue, Chicago, Illinois 60647.

Hirsh Display Fixtures announced the addition of Bruce Goudy to the Chicago Area Sales and Engineering staff. Hirsh Display Fixtures is a manufacturer and distributor of store displays.

International Leather, suppliers of unique leathers and canvas, has a new collection of printed leathers for the fall market. It includes a printed design called Brazilian stone, a tropical bird print, and a colorful peacock feather design. International Leather is at 1535 126th St., College Pt., N.Y.C.

FOR HANDBAGS AND LEATHER BELTS designed by ANNE KLEIN IT'S CALDERON

The Spring **ANNE KLEIN** & **CALDERON** collections of belts and handbags are now being shown at our New York Showroom and thru our Sales Representatives. Appointments are suggested.

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DALLAS: Harry Weiss • 1068 Apparel Mart • (214) ME 1-0684
LOS ANGELES: Dick Sheppard • 110 E. 9th St. (A1073) • (213) MA3-2527
SAN FRANCISCO: Don Bentley • 821 Market St. • (415) EX 2-3736
KANSAS CITY: Al Wasser • 250 Richards Rd. • (816) 842-0656
ATLANTA: Adrian Monk • Merchandise Mart (7-G-3) • (404) 688-7131
NEW ENGLAND, NEW YORK, MIDDLE ATLANTIC STATES: Gabriel Pecci
FLORIDA: Jack Hottel

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marius hansen
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carol lieberman
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VICKI GROSSFELD
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and of course... ZENTALL ZENTALL

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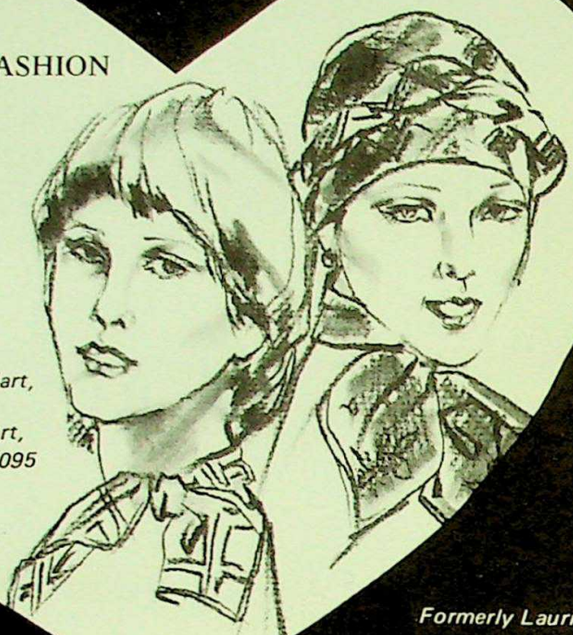

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Show Calendar

28th Mipel Italian Leathergoods Show
January 9-13
Milan Fairgrounds
Pavilion 30
Milan, Italy

Southern Apparel Exhibitors
January 10-13
Exhibition Hall
Miami Internatl. Merch. Mart
Miami, Florida

Western Apparel and Equipment Market
January 10-14
Denver Merchandise Mart
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National Fashion and Boutique Show
January 11-14
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January 25-28
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January 25-30
Hotel Americana
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International Jewelry Trade Fair
February 8-11
Albert Hall
Americana Hotel
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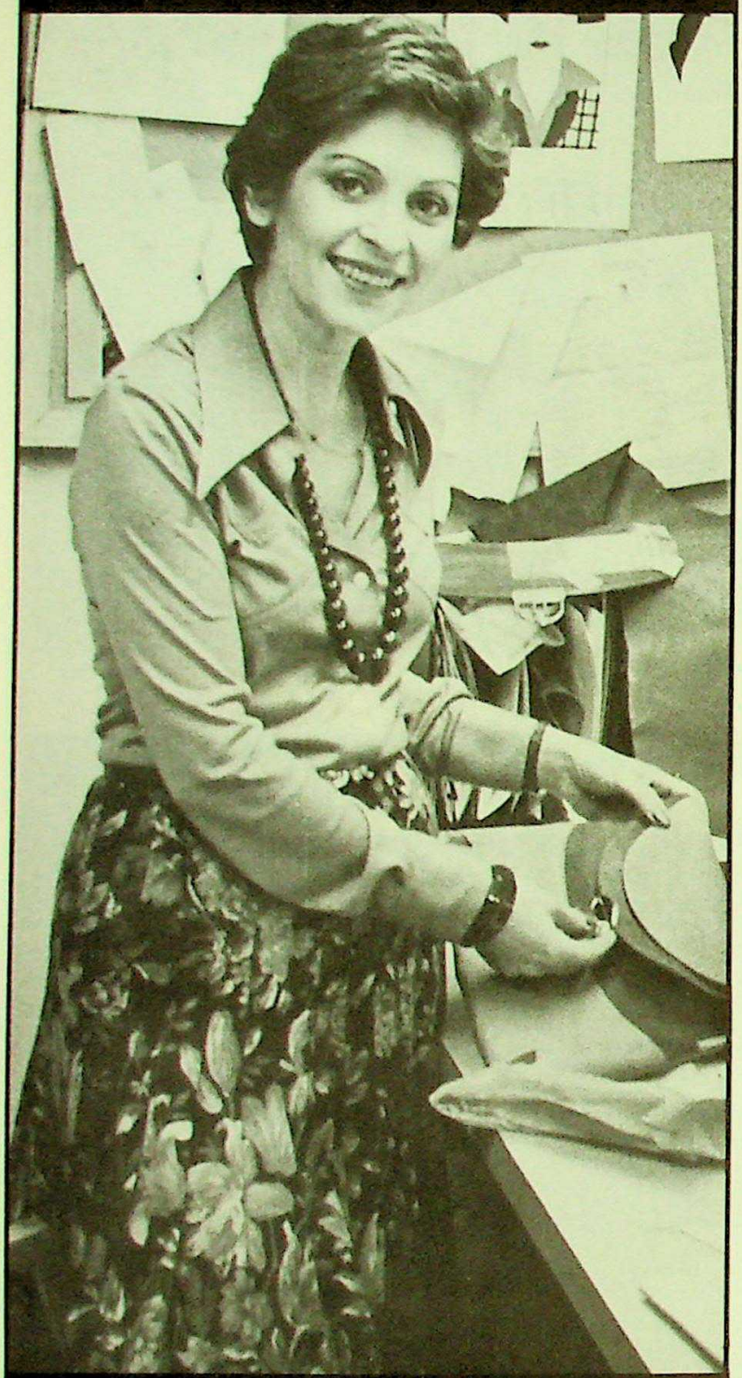

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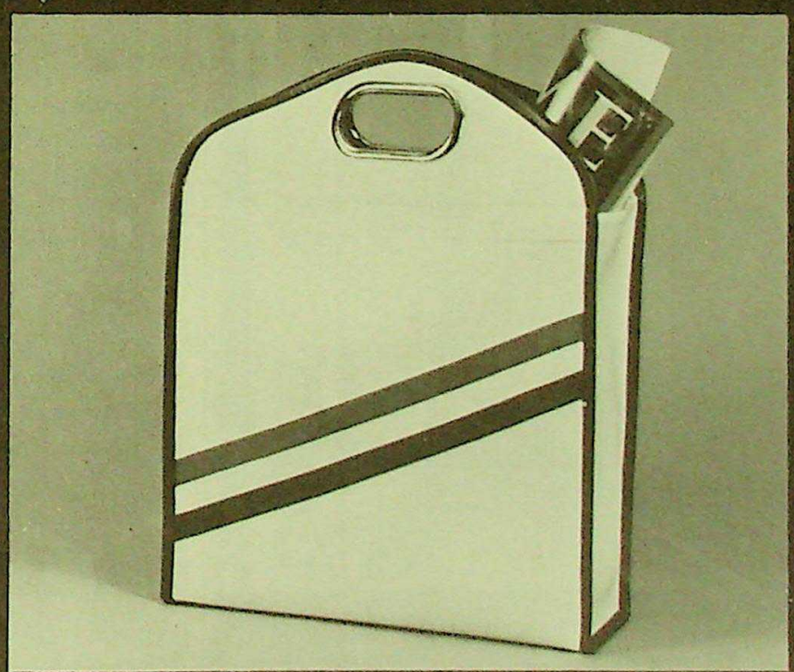

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Why Can't We Solve the Retail Sales Personnel Problem?

By A. Eugene Gravelle
Vice President Marketing
Myers Industries, Inc.
Lincoln, Illinois

Nowhere does business confront the consumer so directly as at the point-of-sale in retail stores. Nowhere are corporate-consumer relations characterized by so much frustration and irritation. And at no time has this been so true as in this era of consumerism, high prices and the declining image of service jobs.

Retailing personnel are often directly responsible for a sale or no sale, and sometimes for a customer's entire attitude toward the store. This is the firing line of mass marketing, the critical point where the consumer gets turned on or turned off.

This is where small specialty shops have the advantage over the large stores. The small shop has more sales help per customer, and the customer therefore receives more individual attention. But how many times do customers wait and look in vain for help in department stores, especially in large discount chains, and then give up in exasperation? Many sales and many potential customers are lost this way.

These situations are all too common: The clerk who knows next to nothing about the merchandise on her counter, much less what's on the next; the checker who is rude, ignores customer remarks, is impatient with elderly customers; the general attitude that the consumer is intruding on his or her time.

That conditions at this critical point-of-sale leave much to be desired is generally admitted. The question remains unanswered: *why have management's efforts at improving these conditions not been more effective?*

What About Training Programs?

Yet management has training programs. Unfortunately the programs are more directed to "what to do" than at consumer relations. Indeed, we would go so far as to say that the consumer is downgraded by the clerk because the training programs begin by downgrading personnel. The

element of human consideration is missing at both levels. The clerks are not so much trained as processed, and they in turn process you and me as we shop.

Of course we inhabit a world of mass-merchandising, where the turnover of both products and personnel tends to be high. If a store or chain is afflicted with a revolving door personnel situation, it understandably limits its investment in human relations training. After all, if "they" are only going to stay for a few months, why bother? And so the syndrome is perpetuated. The clerks go on to other stores where the same philosophy prevails. And at the short end of the stick is the consumer.

Only the consumer is not the only one at the short end. The retailer is there too. Hence the high-cost corporate campaigns to humanize the company's image, to convey through the media that "we care about you," the consumer. Hence the installation of more and more automated systems that will reduce to a minimum the abrasive contact between clerk and consumer.

Retailing is Still People

But despite the growing mechanization, retailing is still people. And given the way our culture is swinging today, people-to-people relationships are being treasured and sought after as never before. The retailing establishment will ignore this trend at its own peril. Alongside the department and chain stores, small personalized shops and boutiques are springing up overnight. And quite a few of them are making it. Consumers are searching for a point of human contact, not just a point of sale, and they will go out of their way to experience it.

Six Ways to Solve the Problem

The solution: Obviously it is not an easy one, but there *are* ways to greatly improve the situation.

First, it means building more human factors into training programs; creating empathy for the consumer in personnel. For example, why not include two days in which sales trainees go shopping in various stores and are asked to report on what they experienced?

Second, build up the self-respect and salary levels of retailing personnel. Adopt a philosophy that to service people you need people who believe in the value and worth of their tasks.

Third, examine the attitudes of the people who provide training.

Fourth, make sure to bring sales trainees and personnel more intimately into the "insides" of the company, showing them where their work fits into the overall picture, and how vitally important it is.

And fifth, we should take steps, industry-wide, to make the retail sales position a *learning* position that leads to other jobs and careers within the stores.

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We're always working our way to the HEAD OF THE CLASS. Our FABRIC bags are NEW EACH MARKET, made from carefully chosen prints (like our Doodle Print of last Spring - a smash!) of Belgian Linen (remember this Fall's Ethnic beauty?). And we're not letting you down for JANUARY. That's when we'll have our complete collection of the new PALERMO (linen with jute) and PONTOVA STRAWS!

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The Captive Customer

By Barbara Hart

Here is an experiment that shows how total exposure to display sells accessory merchandise. It was carried out at the Maison de Mimi, a beauty shop on the coast of New Jersey by Mr. Victor, the co-owner, who had married the boss's daughter. Before he became a beautician, Mr. Victor had begun his career dressing windows at Steinbach's, a fashion store in Red Bank, so he knew something about how to attract a potential customer's attention.

Here at the beauty shop he had captive customers, a whole flock of women sitting under dryers for nearly an hour. Most of them whiled away their time looking through old fashion magazines, the few that were having manicures could only sit and stare,

Why not have real live fashions for them all to stare at? So Mr. Victor rearranged the Beauty Salon's lay-out and centered products for sale between the customers waiting to be set and those already under the dryer. The usual hand-lotions, rain hoods, and hair ornaments started to sell as never before.

Then Mr. Victor added fashion jewelry with necklaces priced up to $20 and it sold, too. Next he took a wild shot with a consignment of a dozen U.S. made leather handbags retailing from $17 to $30. They were gone in as many days. He ordered more and used a child's easel for display. Now he's into scarves--especially the all-weather kind--and thinking about personal leather goods, provided it is different from the department store brands. It takes something unusual to hold even the captive customer's attention and to arouse her curiosity.

"Please stay under the dryer, ladies" Mr. Victor sometimes has to say, "You can look at the handbags when you're dry."

The atmosphere can be something like that of an auction.

"Well, don't sell the brown calf

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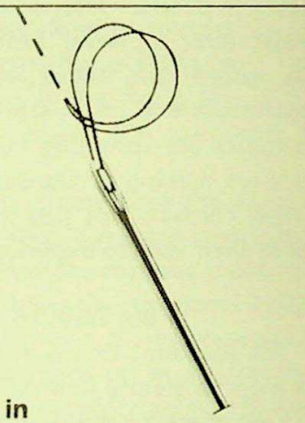
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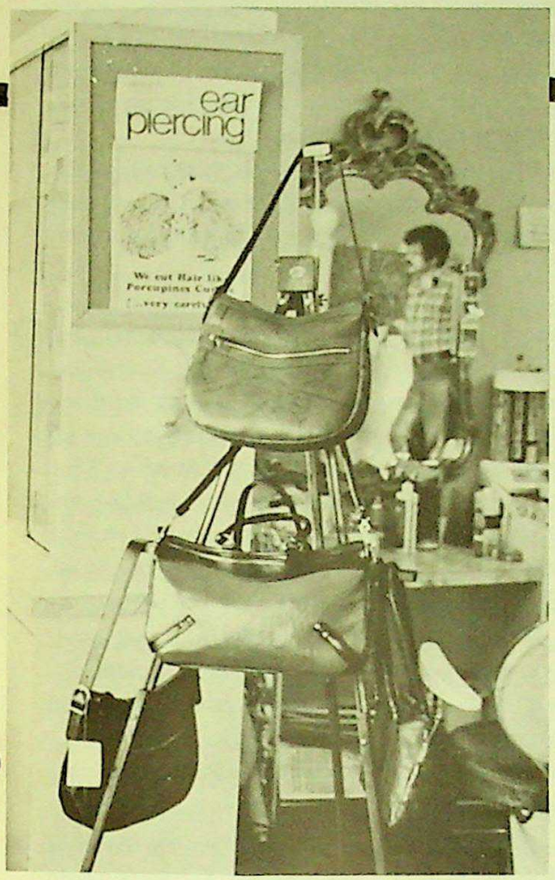


An easel holds handbags. Reflected in the mirror is Mr. Victor, entrpreneur of this experiment in selling accessories so that customers see them.

Diversity display placed between appointment desk and dryers. Jewelry featured here.

shoulderbag until I've seen it!" So Mr. Victor puts that away until after the lady is combed out.

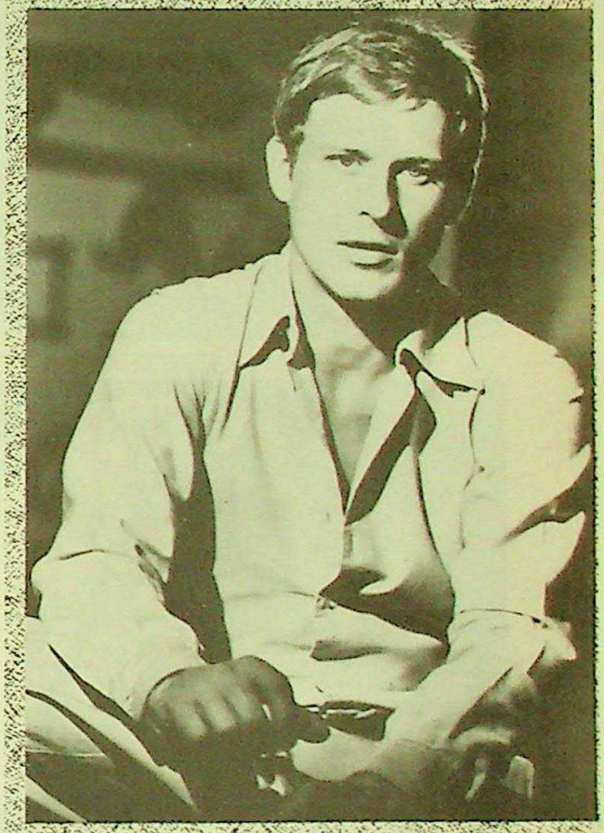
The impulse sales prove Mr. Victor's point.

That's why we report this experiment: Do you display accessories where the customers are captives? Where they wait in line to eat at the store's restaurant?--or to pay bills?--or to open charge accounts? Are there shadow-box displays along the walls of up and down escalators? Or above the drinking fountains, or beside the elevators? Do customers see mannequins with fashion jewelry, scarves, hats, gloves and handbags in all rtw departments?

You spend a lot on advertising to bring the customers into your store. There is a sales potential in everything they look at while they are in your store. That's your prime time. Do you make the most of it?

THE DESIGNER TOUCH IN FABRIC HANDBAG

CLOVIS RUFFIN



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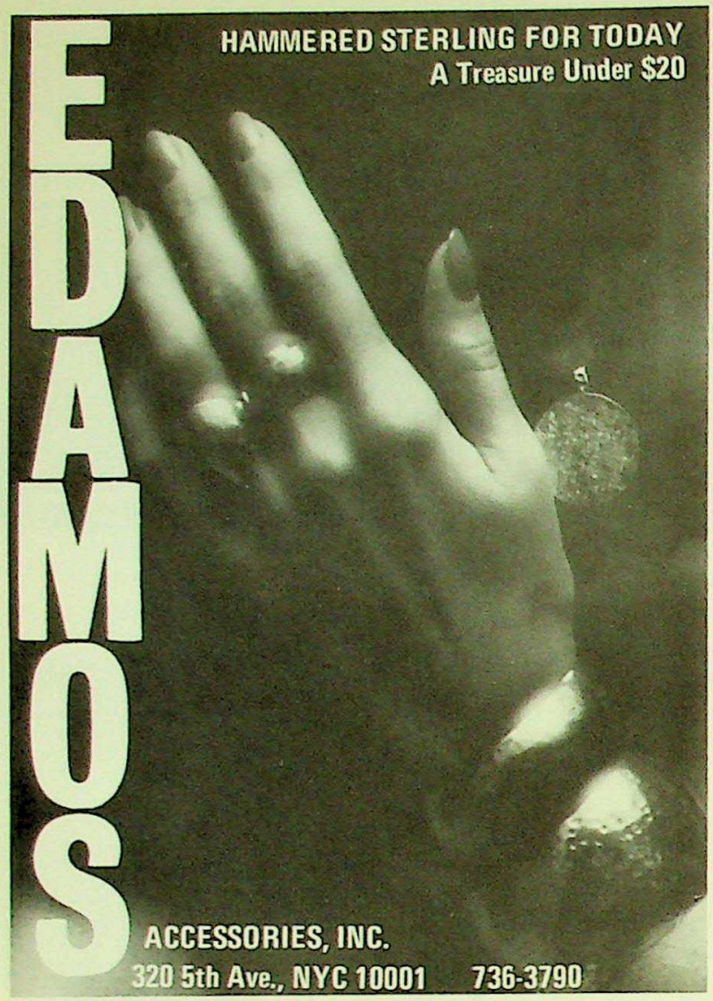


Midwest Report

(continued from page 15)

A family background in retailing prompted Dianne Komiss, after many years as a PR gal, to use her creativity in Fred's Boutique, a unique operation along Chicago's Lake Shore Drive. Located in a large high-rise, this boutique is part of the main floor beauty salon.

Display is literally unlimited and Ms. Komiss makes the most of enhancing the merchandise to give an open mart feeling of spaciousness and encourage a friendly approach to selling.

Dark corners are spotlighted and although the walls are cement, silver and gold nailheads are spaced everywhere for showing handbags, scarves and belts. Separates are arranged on the latticework partitions facing the center working area. Pine cubes of varying sizes are pyramided alongside lighted display cases providing an interesting "come on" for those who like to rummage in boxes. Napkin holders are used for draping jewelry and scarves peek out of brightly colored glass coffee mugs containing matching beads. A revolving bentwood rack and a collection of woven baskets hold accessories. Ms. Komiss believes in dramatizing small spots and works on the touch and feel concept. Scarves in glass cases do not have the same selling appeal as when placed atop the case on a revolving lucite rack.

Criteria for handbags are simple. Features include adjustable shoulderstraps with handle, compartments or a roomy feeling, zippers, and colors like brick, copper, whisky and butternut. Victor Arcelus and Trina of New York are some resources that supply her with the leather, patchwork and woven portholes that enjoy popularity. Spring brings a selection of swaggers, straws, signature handbags and lightweight totes. Waist cinchers, obi sashes and leather tie belts coordinate with sportswear of easy simplicity such as Just Emily's line. Scarves include the Indian 21" cottons, Ann Klein for Robinson & Golluber, Geoffrey Beene and Lady Heritage for R&G along with a selection from Nashaar Freres. Not surprisingly, the scarves sell extremely well as the older clientele can quickly spot the merchandise they feel is appropriate to their needs. Jewelry ranges from $2-$60 and includes exquisite 18K gold mesh belts imported from Greece by Kiki Costello, rings, chains and bracelets in copper and brass from the Henry Brunell Co. and Balos Intl. The ladies favor gold and gold-filled jewelry rather than the silver accents.

Maureen Sorenson, a fourth grade teacher for the past twelve years, has developed a business that satisfies her criterion of absentee management.

Ms. Sorenson heads The Jewelry Mine, a corporation that is both a franchiser and wholesaler. Two Chicago locations at present demonstrate how the franchise works. One is on Howard Street, a transient ethnic neighborhood whose main point of reference is the "El." The other is in the Devon shopping district, the oldest most stable shop-

ping area outside of the Loop. Both stores are approximately 18'x40' with silver beams geometrically arranged on grey walls, and black ceilings, accompanied by copper rugs. This mine-like feeling is also carried through in the graphics of the stationery and business cards. Glass enclosed picture frames on the walls (3'x4') are backed with black velvet to enhance the beauty of the gold and silver. Rows of diagonal glass cases in the middle of the store provide total viewing in a clean, artistic arrangement. Price and catalog numbers are easily readable and the enclosed showcases eliminate the problem of theft. Warehousing in the back of the store eliminates excessive sales personnel and aids in rapid stock turnover.

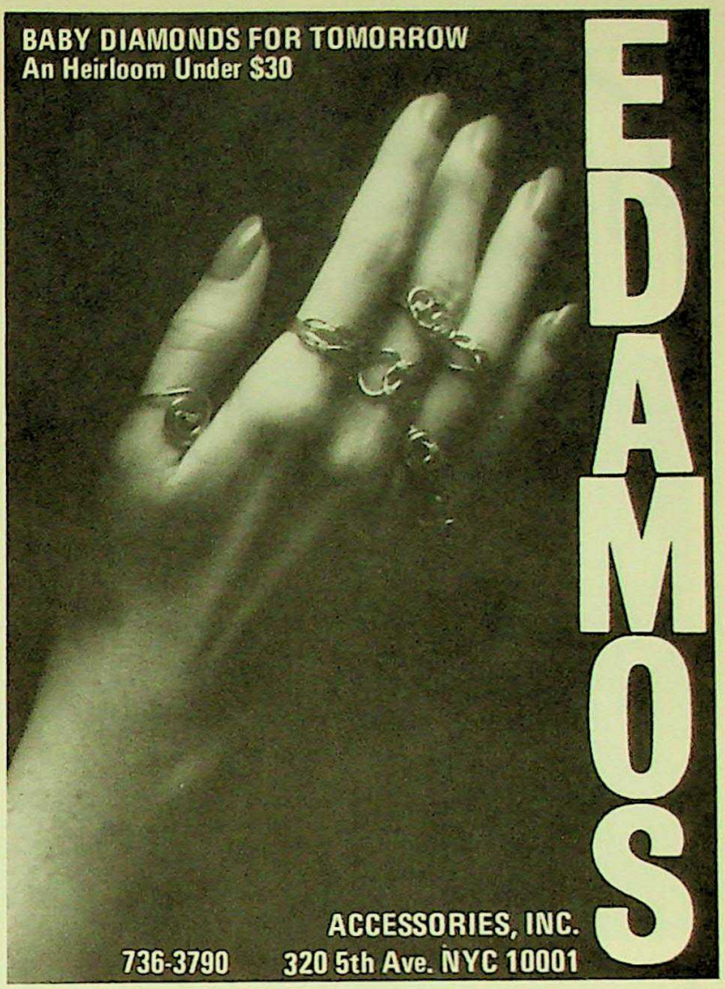
Once a franchise owner selects his store site the prefabricated patented interior is set up and within two weeks time the new owner is in business with an entire stock. There's room for self-expression in buying as one only has to purchase 60% of the follow-up stock from The Mine. To date, this concept has caught on from Albuquerque to Grand Rapids.

What of the merchandise itself? Bruce Empfield is the full-time buyer traveling from the East through the Southwest. Price and reorder are the main buying considerations, although Mr. Empfield keeps an eye on current trends. Presently there is lots of liquid silver, Greek sterling silver, heishi and puka shells, copper bracelets, pewter necklaces and earrings. There is also a large selection of gold and silver-plated chains, earrings and bracelets. Not only is it fun to browse through the store, but prices are reasonable (liquid silver starts at $6).

The corporation plans to expand their concept to other areas of accessories which will be an option to franchise owners (and an additional boon for the wholesale buyers). If prospecting new places is your bag—The Jewelry Mine is a real treasure trove!

The young misses who frequent Donaldsons in Minneapolis, Boston Stores in Milwaukee and Shillitos and Lazarus in Ohio are discovering the western-tanned soft leather tricompartment bags from the National Handbag Company. These adjustable shoulderbags have a safety plus—an inside snap that closes together the pockets and sturdy canvas dividers. Retailing from $16-$36, the many patterns include chevron and shield in colors of light camel, bone, off white, oak, navy and black. Appliqued suede trifolds are appearing for spring, sporting birds, seals, and apples in assorted brights to earthbound tones, and the popular checkbook clutch is available in buggy whip and tooled leather from $5-$7. (See Vesta Hedges in Chicago and Bongart-Feldman in Minn.)

Americans like to pick up on some of the French fancies that parade up and down the Riveria, and the Midwest is no exception. Impo International of Santa Maria, Calif. is having success with their macrame story. Macrame wedgies coordinating with totes and belts are showing up for spring in Michigan, Ohio and Illinois from MSU Bootery in East Lansing to Chernin's in Chicago (Erwin Werth Sales). These casuals, including a line of woven cane, are designed by Ramon Ferrandez Hernandez in Spain.



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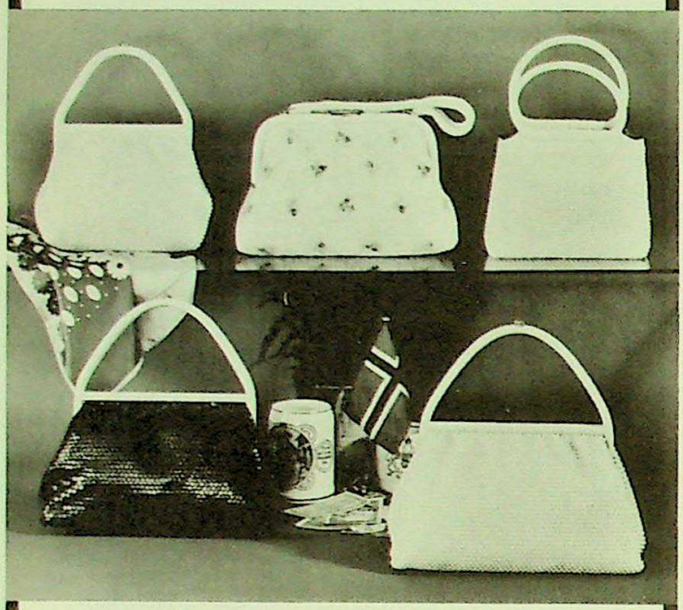

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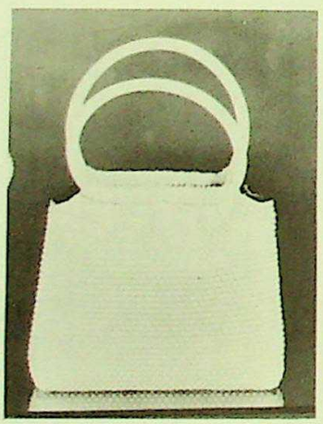

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New England Report

(continued from page 15)

Cinch belts ($7-$9) of stretchy canvas with leather trim are the best sellers in rust and brown. In jewelry it's novelty rings and earrings ($6). The "broken heart" pendant ($4) which actually comes apart is moving well in silver and copper. The Oriental influence is present with satin necklaces ($8) showing an Oriental figure applique. Copper diaries ($6) accented with an Oriental applique are also popular. Little heart pendants in silver and mother of pearl ($4) are also featured sellers. "Finer jewelry sells better for us," says Ms. Bonelli, "because some of the beads are too heavy for a lot of people. Lighter jewelry is more adaptable."

Beautiful, bright, fringed shawls are coming in for spring and promise to be at the top of the list. A lady purchased one for use as a tea cloth—there's no end to Yankee ingenuity.

There's real news in scarves at Peck & Peck. A $7 polyester by Leo Narducci, mostly in green tones, is really taking off. Even the local newspaper thought it newsworthy enough to write about! Silks by Gloria Vanderbilt ($16) in the brightest of colors are good sellers along with little Glentex scarves ($5) in a host of shades. Oblongs ($12) by Anne Klein are the volume sellers.

Want a belt that doubles as a necklace? Peck and Peck offers the snake belt ($11) in gold tones by Anne Klein. According to Richard Knopf, district manager, these chameleons move so quickly they can't keep them in stock!

Soft leathers dominate the handbag scene at Peck and Peck with shoulderbags in luggage tones readily applicable to almost anything. A new offering is the quilted cloth bag with rope handle ($17) in navy.

Thrifty fashion accessory shoppers are scooping up imitation leather shoulderbags ($13.98-$15.98) at Almy's department store, located in The Walpole Mall. Gina Marrinucci, assistant manager, sees these shoulder styles carrying right through spring, especially in reds, whites and blues.

Stella Pappas, department manager of Almy's jewelry concession, says the little nothing chains in silver and gold ($2-$4) are still going strong, with delicate chains hosting single pearl or star pendants ($2-$8) closely following the lead. Liquid silver and puka shells ($7.50-$19.00) are starting to move as are the natural colored stone and wood beads.

At India Imports, featuring an imported line of clothing, home furnishings and fashion accessories, jewelry accounts for 50% of sales, according to Surinder Bhalla, manager. The traditional Indian look, ivory and sandlewood necklaces, is the volume seller. Indian silver bracelets, chokers and matching earrings accentuated with agates and semi-precious stones ($10-$14) are also doing well. "Beggar beads" in wood with colored stone stations ($3.95) are one of the newest editions.

Southeast Report

(continued from page 15)

instilling new ideas that meet the demands of today's market. An important concept Mr. Del Panta follows is to emphasize items that are not seen in every other store. "We all use the same basic resources but I try to promote those items that are not volume in other stores," said Mr. Del Panta. "Highly successful item best sellers can be pointed out in all accessories areas," he continued.

The most recent high flyer has been the mood ring. A $20 version sold slowly but when the $5 retail ring arrived it really took off. Zodiac pendents also are showing good strength, perhaps as an off-shoot of the sensitivity fad. Interchangeable hoop earrings, available in pierced or clip, have enjoyed good sales with little advertising promotion.

Sol Mutterperl's prepack including cut velvet, needlepoint and canvas has been a continually successful item at Parisian. The cut velvet style with tortoise link handle is the customers' top choice. Mr. Del Panta feels the cut velvet is popular as a co-ordinate for suede shoes. A poly bag resembling the straw and jute shoppers of summer '75 has been another hot item. The soft, quality feel of the material and $12 retail value maintain this bag as a continual re-order item. Although luggage type bags are not usually best sellers at Parisian, a linen weekender tote is an exception. The tote features a Gucci-like stripe, top zipper and plastic lining and virtually sells itself at $10 retail.

Mr. Del Panta recently introduced accessories into Parisian's junior departments in the Vestavia Eastwood and Decatur stores. Results have been more than satisfying especially in the belt, scarf and jewelry areas. Mr. Del Panta feels success here is attributed to self service displays as well as use of different resources for much of the junior merchandise.

Self service display has spelled sales success and customer satisfaction for scarves in Parisian's downtown store. Chrome arms attached to very little wall space eliminated what was formerly a jumble of stacked scarfs. Each arm ends with a plastic clothespin-like clip large enough to hold several scarfs of like colors, patterns, fabrics etc. "The whole scarf story is visible at a glance and easily selected," said Mr. Del Panta.

Generally the Birmingham customer buys 80% gold, 20% silver but the American Indian jewelry promotions held three times in 1975 resulted in outstanding sales. As this trend subsides, the naturals are continuing and building strength. Terracotta strung on cord, wood beads and links, gemstones and heishi are part of an attractive display that includes real log stumps and scattered polished round wood cuts.

Mr. Del Panta expects Christmas sales to give good indications of strong items for spring. He will be watching the sensitivity jewelry closely as well as the trend in fabric bags which usually pick up in sales during the gift season. Macrame is one to watch carefully as expectations are that it will show greater strength in '76.

(continued)

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Southeast (continued)

Spring predictions made available by **Adrian Monk,** Atlanta Merchandise Mart and Carolina Trade Mart, reveal that spring buying has been heavy during early spring markets. Mr. Monk notes macrames, leathers and straws as outstanding for spring sales. **Shead,** Mr. Monk's line of Columbian macrames, has been acclaimed by early buyers for quality and workmanship. All bags in the line are handcrafted in 100% cotton cord and lining. Knots are tied so tightly that the bags will not take dye and will never lose shape. "In early markets the mala shopper and large or small bar bags have sold best," said Mr. Monk. The clutch with a strap is also moving strongly.

Soft leathers continue fall strength and are becoming increasingly popular in the mini pouch. Anne Klein's soft leather designs for Calderon are popular here. Leather and rope bags are also attracing great interest stimulated by the continual success of the espadrille shoes.

Charisma's Madagascar straw trimmed in white received good reception, reports Mr. Monk. In fact he predicts a straw year where the market will be loaded with beautiful straws.

Burlap bags are expected to gain good strength in the spring markets. The feed bag prints especially bear watching as they have shown some attachment to the Bicentennial theme without being obvious. A burlap copy of the earth shoe may also support burlap handbag sales.

Southwest Report (continued from page 15)

an array of styles from cuff bracelets and elephant hair designs to necklaces, pendants and earrings for pierced ears. Donna Schaik, vice president in charge of the marketing division, was particularly excited about an all-in-one packaging idea they developed to merchandise some solid silver pendants in star, mushroom and butterfly designs. For $15, the retail customer gets not only the pendant on a silver chain, but a bright blue felt pouch, and a handmade primitive painted bark envelope and notepaper, which can be used as a mailing wrapper. The silver, like the notepaper, is all made by craftsmen in Mexico.

Something new in jewelry is offered by Alaskan Silver and Ivory Co. whose cases of intricately carved fossilized ivory, walrus tusks and mastadon tusks range in retail price from rings at $9 to an $11,000 museum piece hand carved bracelet. Color tones vary from traditional ivory to high tone browns. A special color injection process results in greens, blues and blacks.*

At Gall Jewelry, the theme for this season emphasizes naturals with shells, stones, beads of wood and coral, liquid silver and macrame. One interesting newcomer in the collection is a necklace made of short strands of carved

(continued)

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Accessories make the total picture here, and natural is the impressive password: straw hat, burlap bag, rafia belt tie together the three piece costume featuring pleated skirt and reverse print scarf. Shown at the Dallas Apparel Mart.

Southwest (continued)

wooden beads imported from Italy. Gall also is showing massive white hoop earrings and matching slave bracelets. Ropes of jewelry by Cardin for Castlecliff in watercolor tones of muted apricot, melon, seafoam green are luscious.

The shoulderbag continues to be a big favorite for spring. But there is a difference. Straps are shorter, the shape is larger and flatter—like a king size pizza—or softer, like a tea cozy.

Phillippe of California has a new look in their day-to-day leather bags. Hardware now features the pewter look, a matte finish contrast to the shiny look which is also available. Alabaster, maple, white and natural leather are selling well for spring, all with 24 inch handles as the big favorites, according to Mack Elliott. Canapa, canvas with leather trim, is selling well in fabric bags.

Knapp Originals' spring Knapp Sacs feature handwoven naturals with a variety of trims ranging from appliqued doilies and rope handles, to Indian woven naturals with an elongated shape and hand embroidered crewels on burlap. Authentic Indian tapestry inserts decorate some bags.

Retailers seem to agree that the shoulderbag is still the customer's favorite. At his chic New Generation Shop in Baton Rouge, La., Irwin Shaab will offer his customers a big variety of the macrame look in bags in natural colors. Accessories are a big part of his total promotion. He sells 1928, Red Cobra and Harry Mann jewelry, and does a big business in scarves, aided and abetted by his unique display.

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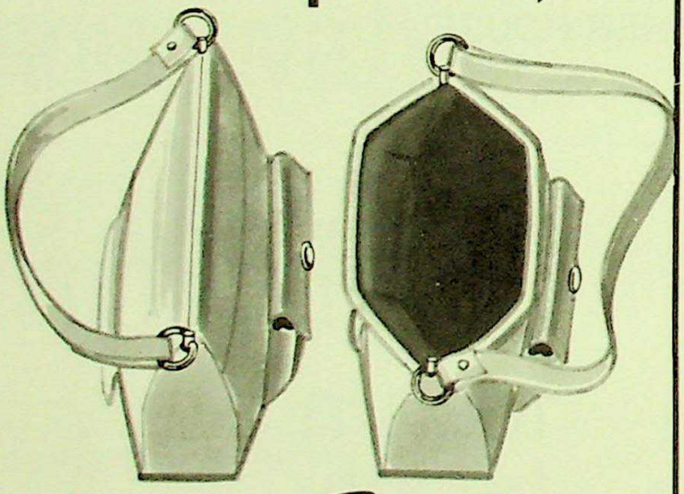

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Shaab took a long length of chain with oversized links, fastened it to the ceiling and floor and poked a scarf into each link. "The 22 inch scarf in both cotton and polyester is selling great, right out of this display," he says.

Louis Astolfo of Bilao's, in Houston, agrees that displays are important to his overall merchandising. "Our windows are important. We feature a single color to a window, change our displays often. Inside the store we group accessories together for display purposes, and sell everything we show," he explained.

West Coast Report

(continued from page 15)

The recent opening of spring lines at the California Mart proved just how different spring looks in handbags and accessories can be. The soft, crushable bags seemed to be the leaders for the season using varied fabrics and trims. Straw from all over the world showed up at the opening and are very strong in the handbag market here for spring and summer. Still popular and ever-present were bags using jute trim. Vinyls featuring embroidery and appliques for new spring looks were also well-received.

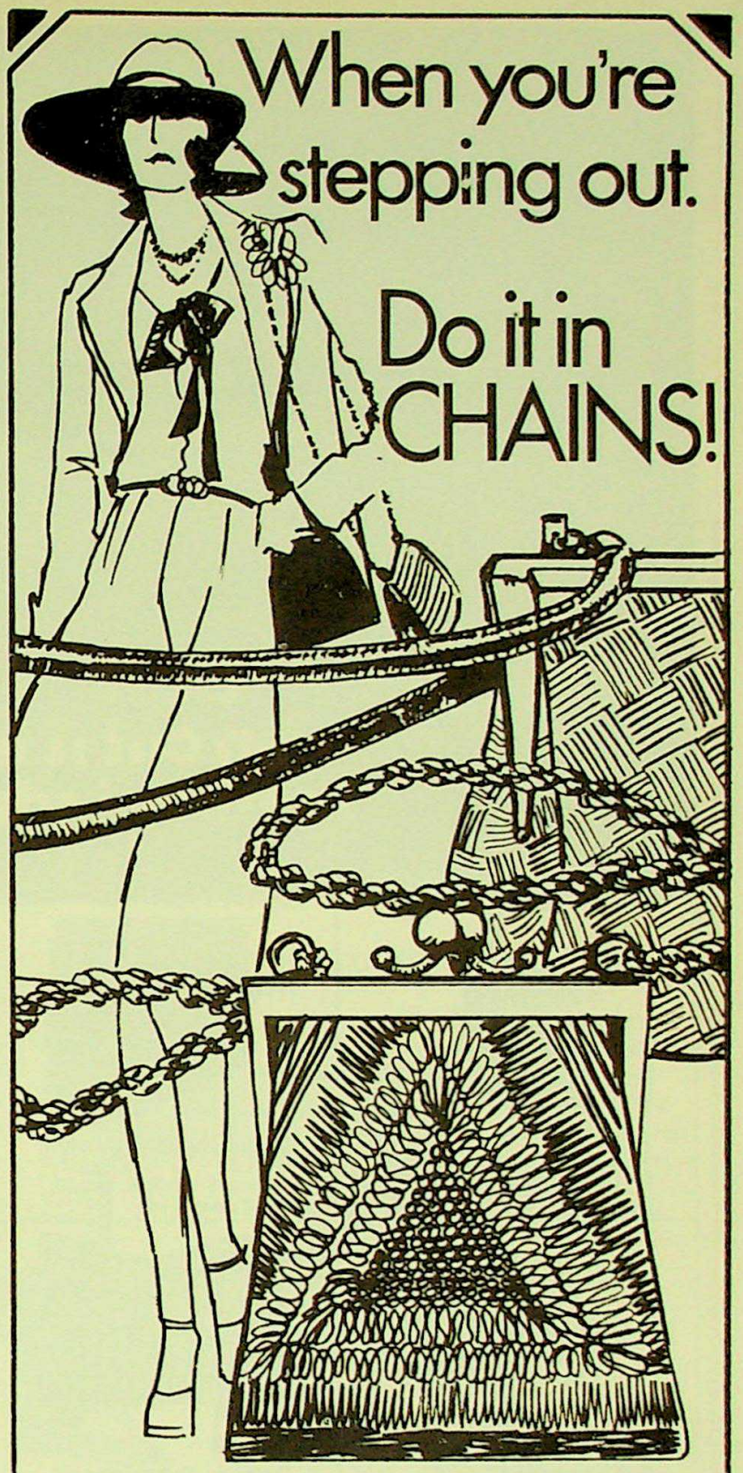
Theodor of California has divided its line into four distinct groupings. The vinyl line offers a variety of new styles and colors for spring and the urethane group features embroidery trim. Always good for spring is Theodor's canvas line, which now uses two methods of trimming: solid vinyl or striped canvas webbing, usually as shoulder-straps. The Benji line uses a poplin jute and features rope handles and embroidered trim.

Bill Foreman of Funky Chunk reports that his new line for spring is casual and ethnic-oriented with Madras and Guatemalan stripes. Colorful denim bags with woven pocket trim have also become very popular since they coordinate well with the high fashion denim ready-to-wear looks. Also new at Funky Chunk is a bag of pillow ticking fabric. And, finally, a tubular quilted bag completes the spring '76 Funky Chunk line.

Bags by Francois of California features a continental look. The hardware used is Italian-styled and all bags are original designs. Bags by Francois uses pale, muted colors, as well as earth tones. The fabrics featured in the line are vinyl, polyurethane, straw and denim.

Rimco's spring line features every imaginable accessory item in tie dye of many colors. Some of the items available are coin purses, cosmetic cases, smoke totes, cigarette cases, framed purses in two sizes, a coin caddy and key chain case, framed wallets, and an organizer. Rimco also does items for children in the new tie dye styles.

Knapp Originals also likes natural and ethnic looks. The philosophy behind the Knapp spring line is to follow the junior sportswear looks so that fabrics and colors relate to what's happening in that exploding market. The new line includes hand-woven Guatemalan braid trims and Mexican hand-woven birds. The most popular fabric is natural burlap, which is always used with the Guatemalan stripes.



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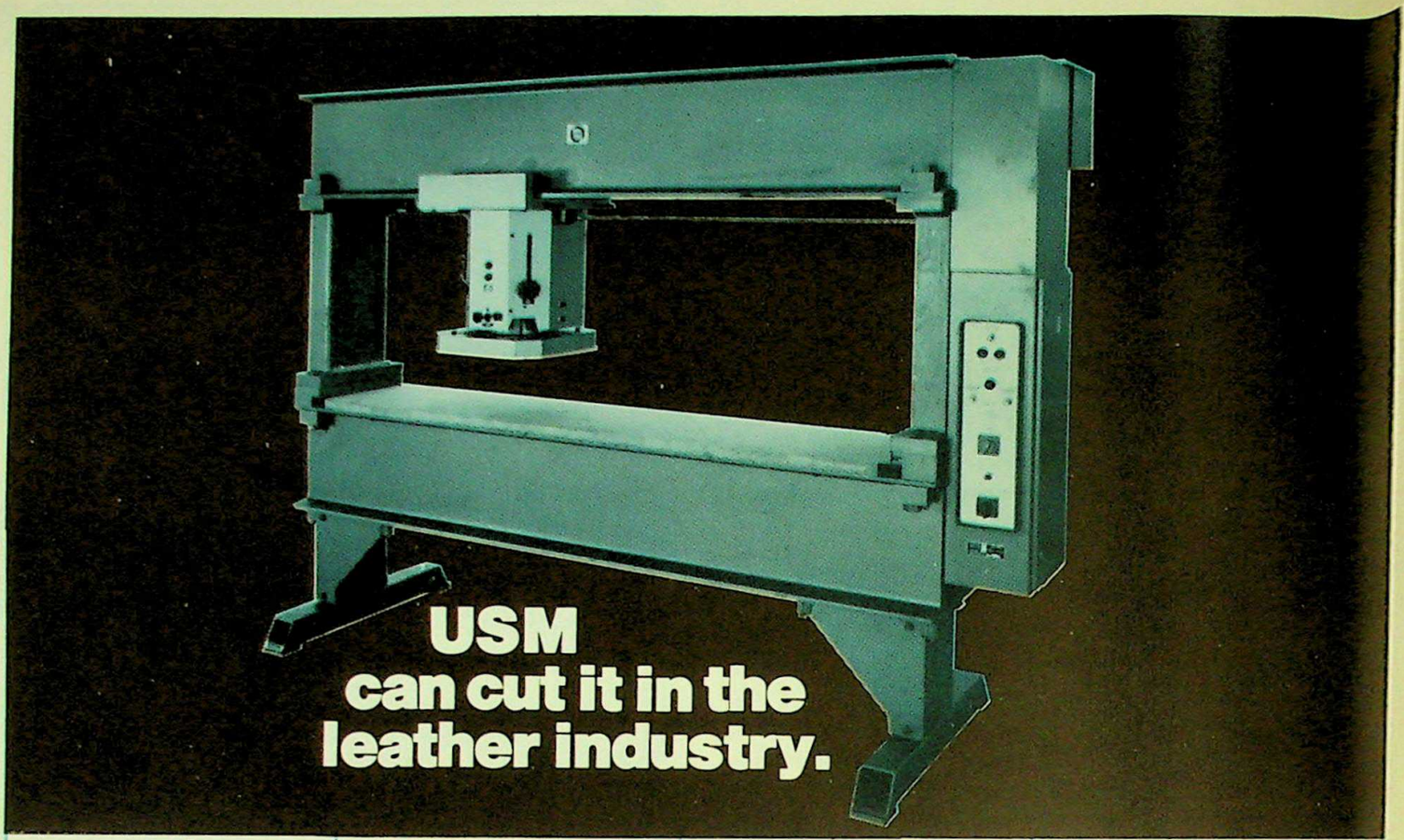

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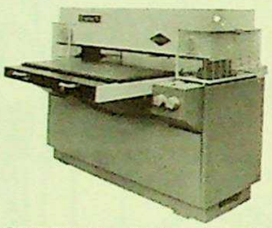

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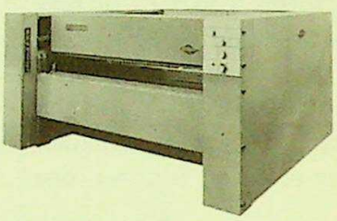

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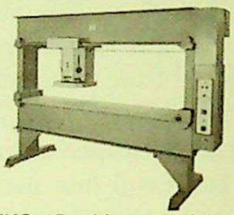
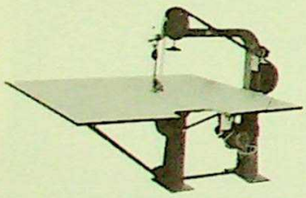


DVKS-45—Many models from 60″ up to 120″ wide, 30″ deep, 45 tons, 11″ daylight, optional head sizes, photo-cell controls



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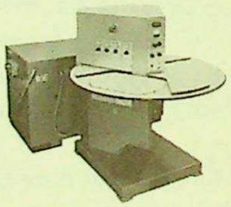

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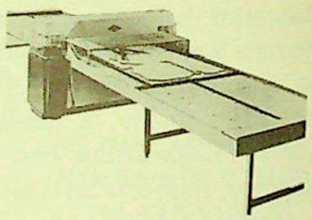

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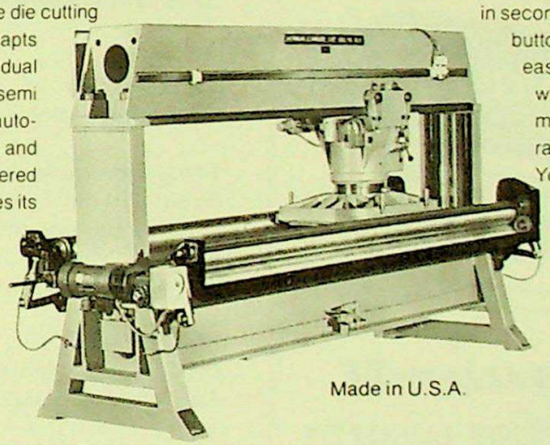

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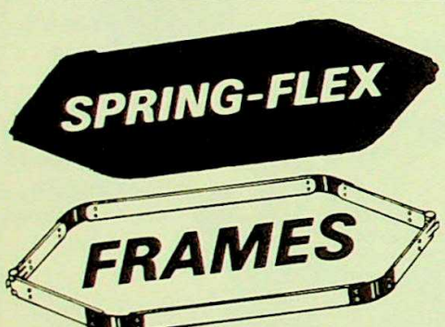

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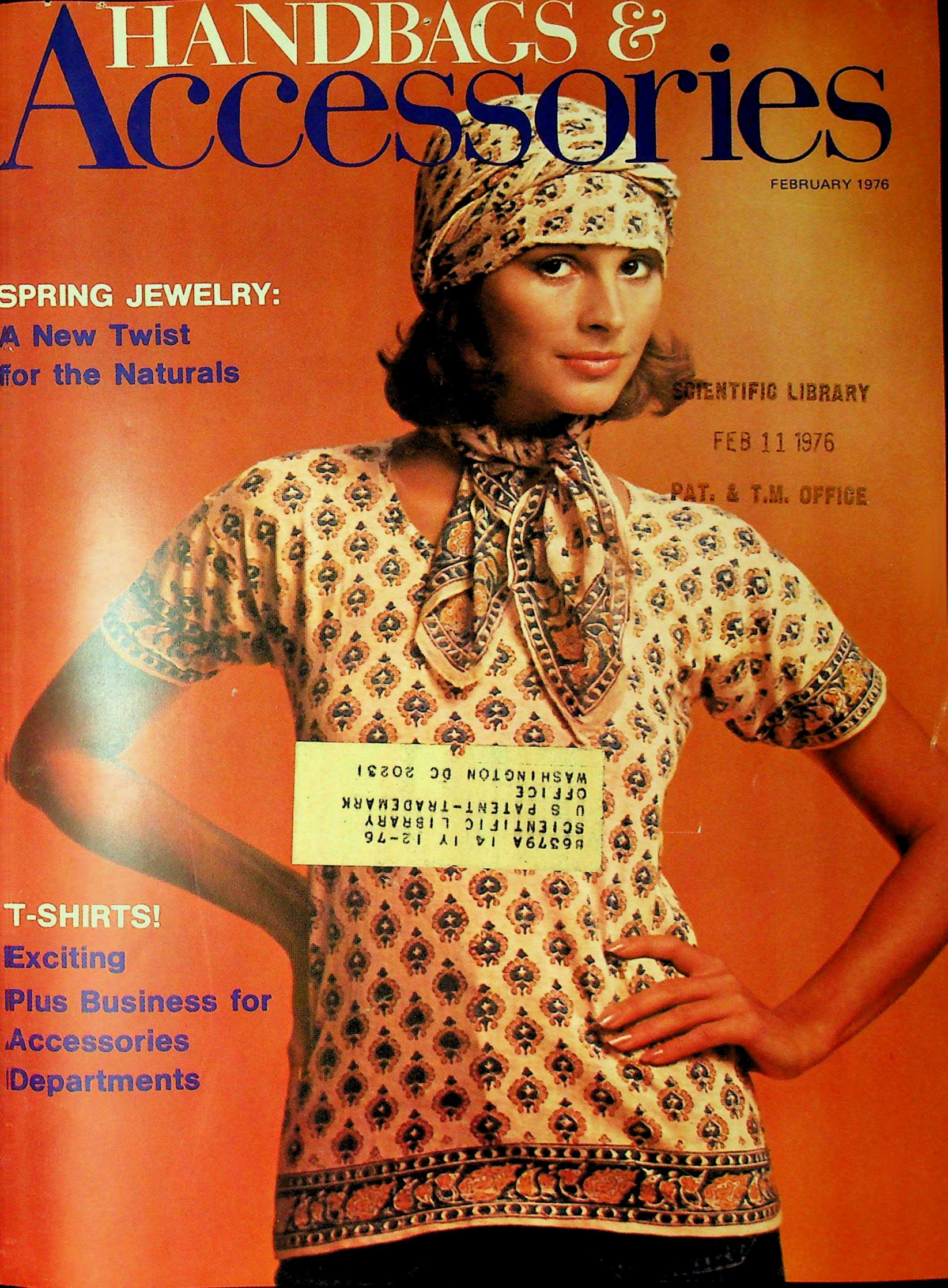

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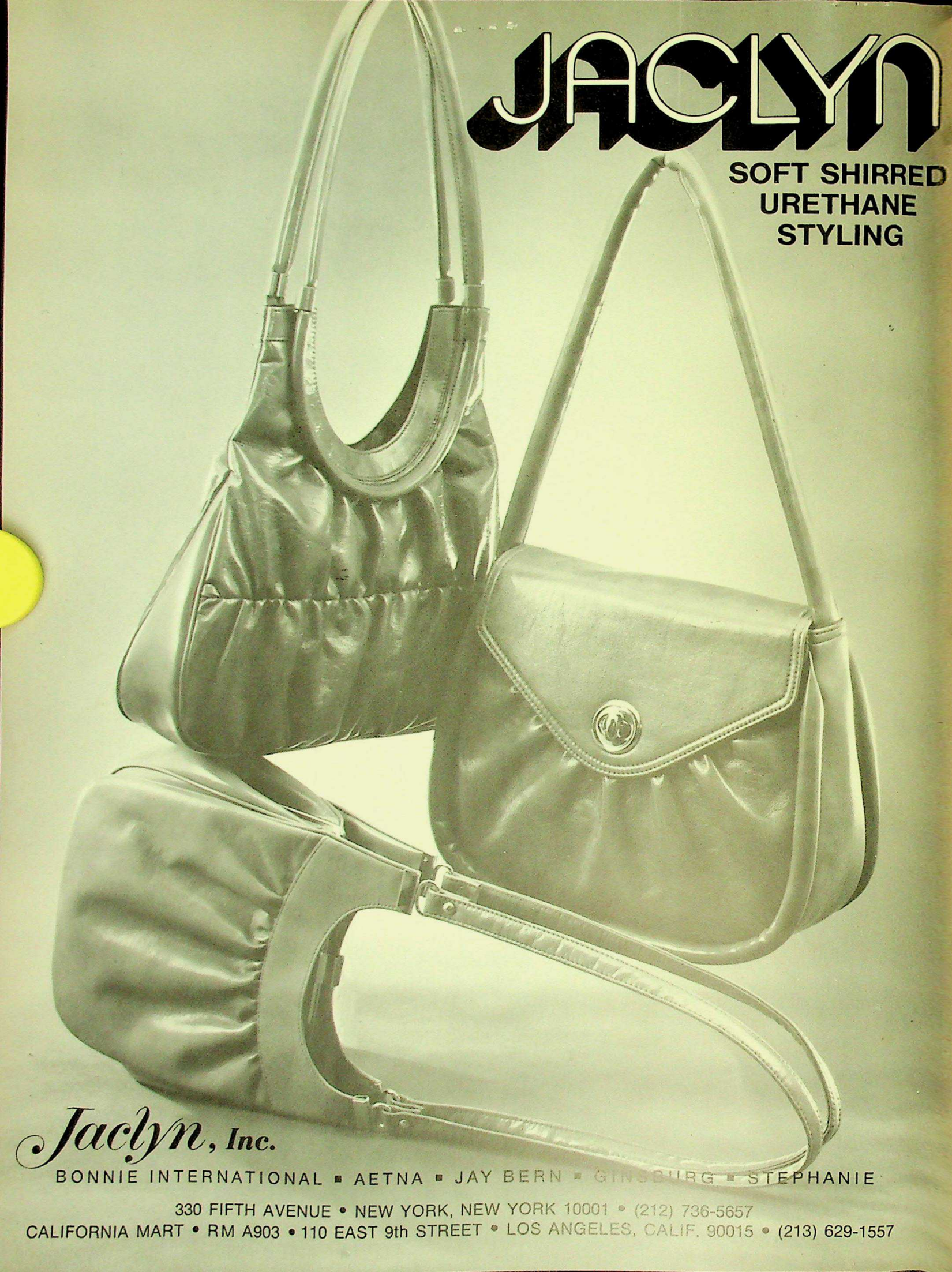
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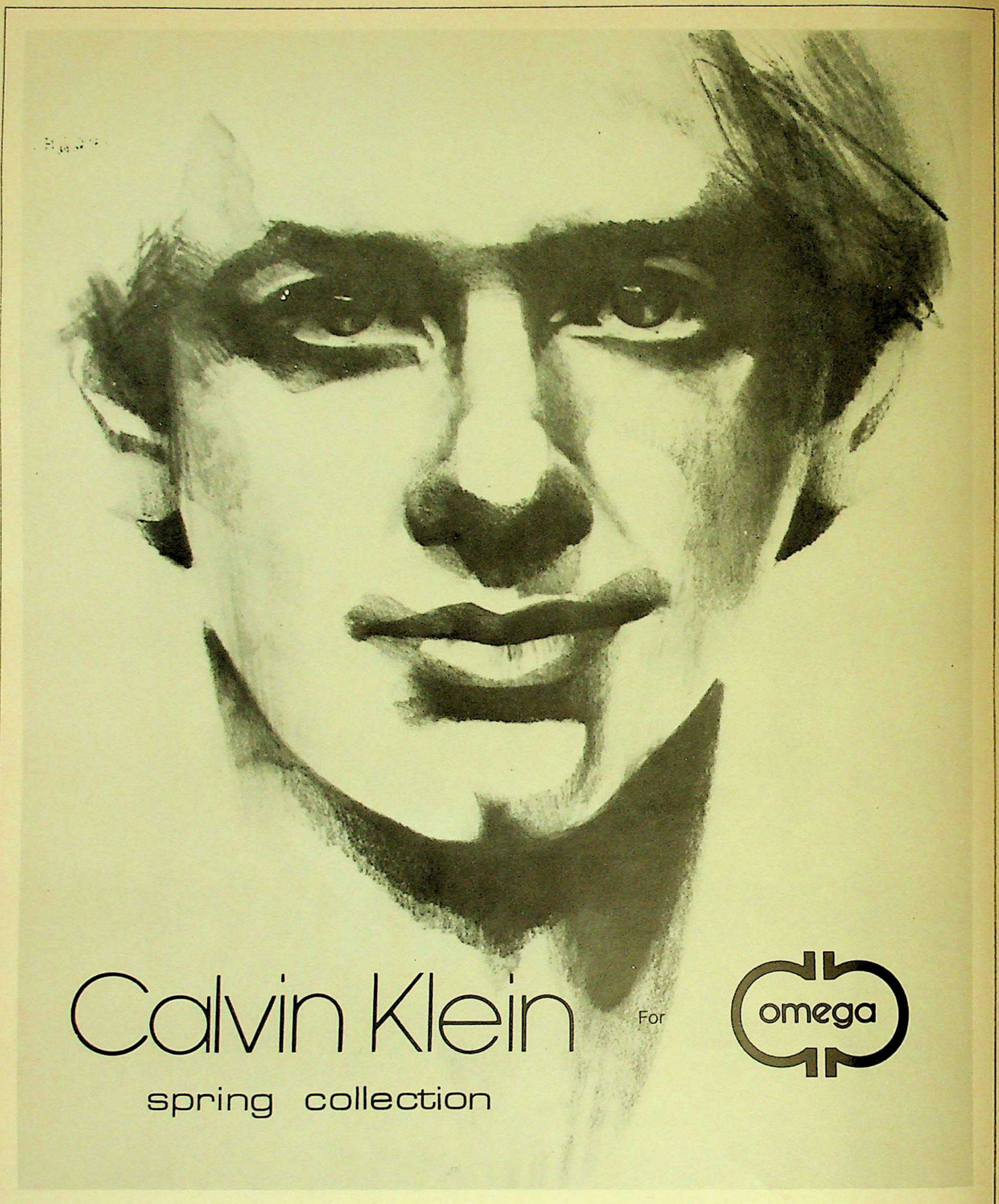

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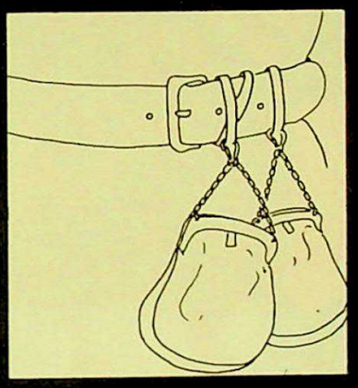

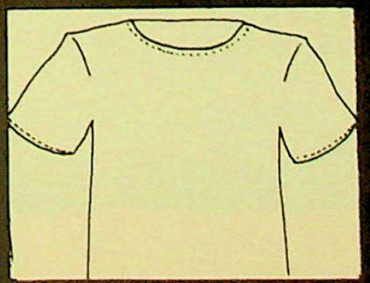

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PAT. & T.M. OFFICE

Our cover
T-shirt in block print, scarf to match. Courtesy of Ben Goodman & Son.

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ACCESSORIES by PEARL

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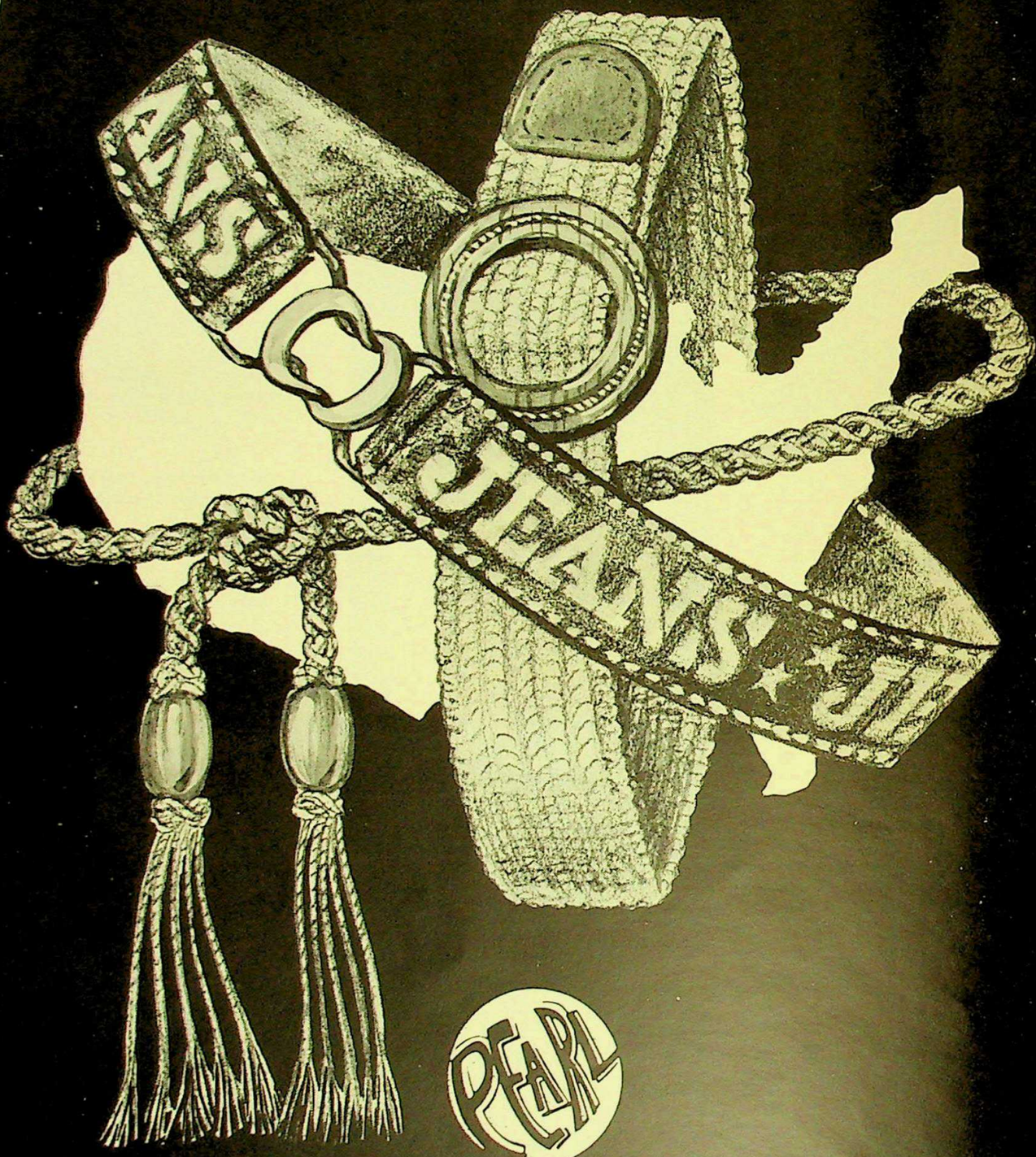

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Regional Reports

MIDWEST

By Joni Johnson

Chicago. . . Take a dollop of the naturals (gauze, muslin, cotton—the homey fabrics with a wrinkle-crinkle look) and mix them with the tough-to-beat T's (the number-one shirt of the coming season). Add a scarf, belt and a tote-a-bag or body hugger bag and you have the Midwest motif—all designer-labelled trends available for the first time in the volume and moderately priced chains.

How do the ladies like today's casual "classys?" Betty's of Winnetka, a specialty chain on the north shore that has reached cult proportions, sums it up with their merchandising philosophy. "We feel that if we want the customer to

(continued on page 50)

NEW ENGLAND

By Charlotte Baker

Boston. . . Fashion accessories are "moving forward," creating a new success story for Touraine. "Our fashion accessory areas have really opened up recently," says Toby Dondis, fashion accessory buyer. This excitement has been created in part by a new "awareness" on the part of the average American woman when it comes to the importance of accessories, according to Carol Bradford, Touraine's handbag buyer.

(continued on page 52)

SOUTHEAST

By Carol Adams

One-stop shopping is a successful phenomenon by no means limited to retail businesses. Total Accessories, Inc. is a new enterprise that offers southeastern accessories buyers a similar opportunity. Dan Wolf, Stan Wadler and Ellie Wolf have combined many years experience in all areas of the accessories industry with handbag, scarf, belt and jewelry lines that run the gamut of styles and price ranges. In addition

(continued on page 53)

SOUTHWEST

By Pauline Neff

Dallas. . . One of only ten theme shopping centers in the US opened recently in North Dallas. Titled "European Crossroads," it specializes in the gaily colored cobblestone courtyard and turreted castle look of a Disney fantasy. And no wonder, as it was designed by the same people who created Disneyland.

Center of the shopping center is a three-story tall clock tower which arches over the main strollway in the open-air mall. Ensconsed underneath are two delightful dress shops—both young-at-heart and fashionable, but with divergent

(continued on page 54)

Coblentz

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Report From Europe By Outremer

From Mini-Bags to.....

Among the many things to be said about the French one thing has to be said about the French. When they believe in something you better believe it—they believe in it.

For example, Scenario Number One; The *chef doyen,* the queen kingpin of Paris accessories, propounds and extols the belt-bag. Now, she happens to be the accessories editor of *Elle* magazine, and she therefore wields what is commonly called in all trades *clout*. A great deal of it. *Voila!* Two months later belt-bags become the fashion rage. Boulevard St. Germain breaks out in a rash of belt-bags. Three months later they're an epidemic.

For example, Scenario Number Two: Kenzo launches the now famous mini-bag during the Paris "Pret." This generates immediate fashion hubbub in the papers, but the novelty kind of hubbub. The queen kingpin of Paris accessories wants to salute but she's on the fence. After all, what can you *do* with such a small bag? Somehow, mysteriously, some top fashion models are seen grinding away at *Chez Regine, Chez Castel* and *New Jimmy's*—all sporting the new mini-bags. Word-of-mouth nibbles the queen kingpin's ear. The pressure blows her mind. Two months later Saint Germain breaks out in a rash. Three months later we have an epidemic.

Six months later (give or take a month) New York gets the message. (You see, I have a pet theory which will irritate many and confirm the worst suspicions of a knowing few. Like a Strasbourg goose, New York seems to swallow anything that Paris happens to cram down its throat. Fashionwise, that is. In terms of pinball machines the reverse seems to be true.)

So there is nothing more visible in Paris than a fashion trend. This makes the work of the Fashion Intelligence Agent infinitely easier than, say, that of an FIA person pounding a beat in NewYork orL.A. in the States, women have a nasty independence about what

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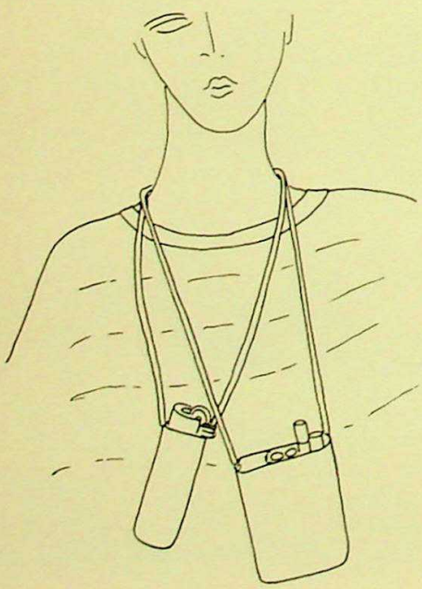
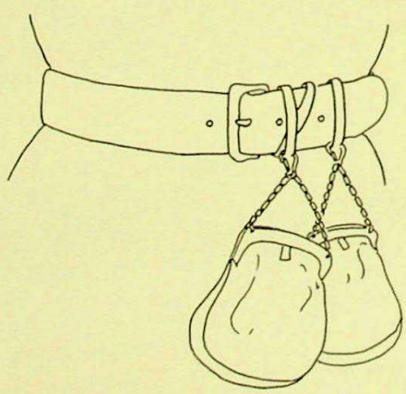
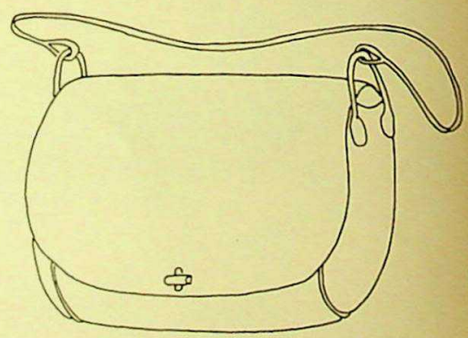
"Hang" items - disposable cigarette lighter cigarette case



New fillip in belt-bags - twin purses hung from the belt via chains & spring clips



The "hunting" bag - slated to be a big seller in canvas



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Report from Europe

(continued)

they will or will not wear. . .and above all it's got to be comfortable.

Which leads now to the whole purpose of this article. That is, to relay to you what Paris says will be the best bets in accessories for spring-summer 1976. Will the rest of the world please sit up straight and pay attention? Thank you.

Handbags. . .

Fabric bags are slated to be the top sellers in Europe this coming summer, replacing the straw looks of yesteryear. Canvas will get some hard play for bags, done in neutral and bright colors, and often striped vertically. Already we have seen prototype collections of summer bags that feature bright awning stripes and pinstripes against the natural canvas ground. This looks especially good on north-south tote shapes. Also, gabardine is another fabric that has applied for summer working papers. Collections of small bags will employ gab trimmed with leather or piped with grosgrain.

Another trend seen to be picking up strength for bags: transparent plastic. Clear or tinted. We know that one major designer will do a collection of transparent mini-bags for spring-summer selling. He plans to pipe them with bright grosgrain, which also will serve as the shoulderstrap.

Straw bags, of course, will be around, but they will display more "city" bag styling (and less *campagna* as in years past). Macrame and cord crochet will see play in the tote area. Raffia will go into action for the clutch, an important element in the classic, so-called "Deauville Look."

The best selling shapes are touted to be: Totes. Saddle/Hunting bags. Dip-top "hobo" styles. Knitting bag styles. The clutch.

Belts. . .

How do you classify the belt-bag/bag-belt? Okay, then how do you classify the platypus? Mammal? Bird? We've opted for the belt area, and one thing's for sure—the belt-bag has not laid an egg. But where will it go for summer? The prognosis indicates some solid business, particularly in canvas, gabardine or poplin trimmed with leather. Additionally, the belt-bag in transparent plastic ought to see some action. Note that these belt bags increasingly will be designed to be worn both on the belt or detached to be worn bandolier style with a shoulderstrap that snaps on. Furthermore, note that belt-bags have not been designed to replace handbags; rather, they serve as an extra sort of pouch to complement a bag. . . like the mini-bags, they are an accessory, plus.

Rope belts in bright colors will be around, these to be worn over tunics and the soft, long dresses. And stretch belts are slated to continue, but take note—these will be narrower, not the cinch variety. In sashes the folklore-ethnic looks will be popular, done in a melange of bright colors and featuring

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a great deal of border embroidery set against dark grounds.

Jute, macrame and cord crochet will be included in the spring-summer lineup and in greater strength than the corresponding period last season. Canvas and other fabrics like poplin and gabardine will be used extensively, edged in leather. And speaking of leather, braided and woven looks still will be popular, this time ombred in tone-on-tone bright colors or neutrals.

Jewelry. . .

Nothing new exploding here. The only visible trend has to do with "hang" items like the disposable cigarette lighter on a thong, or the cigarette case on a thong. Or the deluxe identity plaque in silver or gold, hung on a delicate "toilet" chain. Or the super sunglass case on a chain (designed to hold more than just sunglasses). These hang items in the jewelry category go along with things like belt-bags and the mini-bags. . .they have a function beyond merely looking good.

Bangles have been, are now and will be tremendous business. Wood bangles rank number one now and will continue to be first and foremost; the trend in Paris has to do with marquetry treatment for wood. Next in line are the plastic bangles done in a zillion different ways, carved, transparent, inlaid, wound with imitation gold or silver wire. Raffia bangles also will receive quite a bit of play as they did last season.

For next summer pendants are scheduled to be strong, going along with the "hang" look in general. There are no rules here, meaning that you'll wear a store-bought pendant or something that you've decided looks great hung on a chain, like a funky old trunk key or grandpa's monocle.

Scarves. . .

The turban projects to be the number one look in headwear come spring-summer. This is the case right now and there is no indication of any letup. One huge seller has been the Moroccan turban which comes rolled up and looks like a snake. Made of cotton gauze, you unroll only that portion intended to wrap the head and bring the ends around to tie up turban style. Some girls have even been wearing them as belts worn over the long tunic.

Another strong projection is the large square or triangle in cotton. They can be tied around the shoulders or worn around the hip in the manner of gypsies. Touted best sellers will be: Stripes. Tiny or large florals. Folklore prints.

Visor scarves/turbans are seen to be gaining muscle. Basically these are visor "caps" that have long scarves attached to each side, and can be tied turban style or worn around the neck.

Finally, the little vest is an item that should be promoted in scarf departments. Most of them will feature tie-ups rather than buttons or toggles, and kitchencloth, canvas, pop-

(continued)

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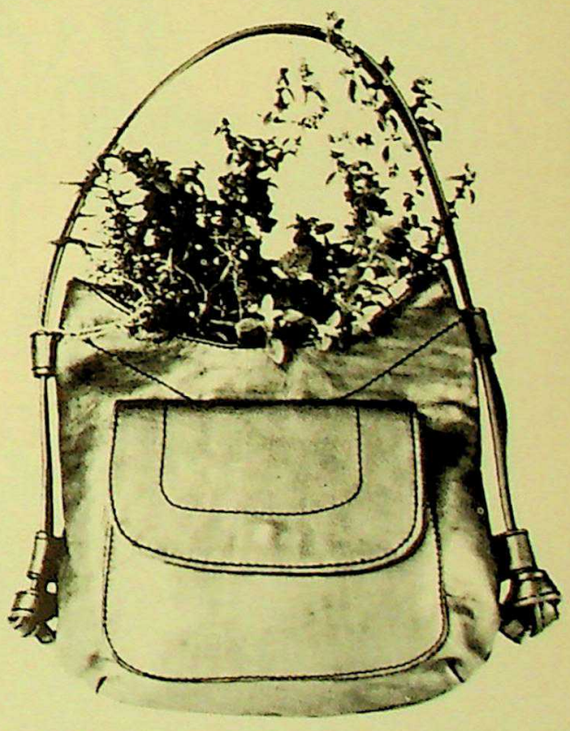

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Report from Europe

(continued)

lin or cotton gauze will be the most popular fabrics employed. The long, lightweight tunic is scheduled to get some play and the little vest travels the same fashion road. As stated, the vest ought to be promoted as an accessory.

Footwear. . .

To be brief, the word is espadrilles. Espadrilles that tie-up above the ankles. Roman style with cord or grosgrain. Espadrilles that feature low wedges or are very flat. Espadrilles that sport bright colors like red, green, yellow. Espadrilles that are very open, displaying a minimum of fabric and a lot of foot. The espadrille business is slated to be just as big as it was last summer, if not bigger.

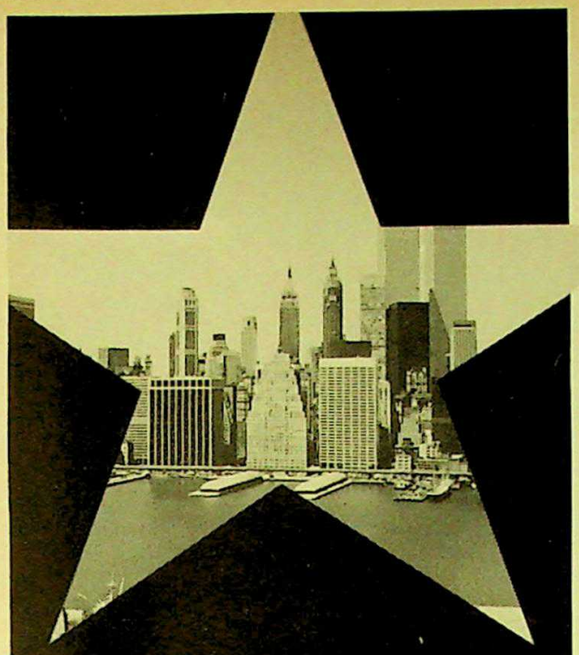
Which brings the spring-summer accessories roundup to a close. Of course, anything can crop up in the meantime. Mini-laser beam transmitters worn at the knee may be the latest rash up and down the Boulevard St. Germain. I'll let you know after a chat with the queen kingpin.

COMING IN MARCH

- Belts': What's New for Spring-Summer 76?
- Special feature on Umbrellas
- Sidewalk Interview: What do you look for in a handbag?

COMING IN APRIL

- Jewelry--fall trends
- The New Summer Tops
- California Accessories--Special Feature



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For Spring, a young King's fancy turns to thoughts of promotions.

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Another dream of a promotion will be the King's new "Thin Men" Wallets. Fine men's accessories styled up to fit today's lifestyle, slimmed down to fit today's clothing styles. And backed up with point-of-purchase display material and national advertising.

This Spring, Prince Gardner will be promoting accessories for gift-giving—like never before. With separate ads aimed at men for Mother's Day, aimed at women for Father's Day and aimed at both for Graduation Day.

And the King will be giving his incredibly successful Stasher/Checkbook Secretary an added push with an all-new, in store display.

Plus, more advertising support than ever before. More TV participation than ever before. And more profit-generating assistance from the largest and most experienced sales force in the business.

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THE DESIGNERS

There's a new Stetson in town and she doesn't make hats. Although a member of the famous hat clan, **Sandie Stetson** is making her mark in handbags and totes as designer-president of her own firm, **Le Sportsac.** And fashion departments are snapping them up.

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A pleasure trip to Paris started it all. While waiting for her husband and children she found a bag, a super sized one, that she fell in love with and bought. The bag had an integrated strap and body, with the strap section wide and tapering to the shoulder. Just right for—you won't guess—carrying a tennis racket. (The face of the racket nestles down into the bag and the strap encloses the handle.) Saks and Garfinkels thought the sport bags were great and Le Sportsac was launched. Tennis bags were the first effort but Sandie was asked to try other designs.

The line now includes all canvas groupings that are fairly high priced $7.50 to $17.50 and which are beautifully constructed and innovative in design. Their names are almost as much fun as the bags: Big Mama, Big Baby and a super-sized Big Daddy. Mama Mia, which has been suggested "holds a lot of salami for a little bread"—the Wizard which has lots of pockets and a surprising diagonal closing with snap. The Flapper is a larger envelope with (what else?) a flap closing and the Tennis Bag comes with optional hat or visor and a side pocket for a can of balls. This bag was the official bag at Forest Hills and was given to all the players. Showroom being readied at 320 Fifth.

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Another newcomer who's staying in the family business is **Frances Morant,** sister of Sebastian and Peter Giner of Tano and Tanito Handbags respectively. The charming Mrs. Morant will be working with and designing some of the handbags and pocket belt bags which will be marketed under the label **Paca** (which incidentally is her nickname). The first pocket belt designs were sleek, flat items beautifully made of soft leather with strip straps which will be 44" in length, enough either to wear bandolier style or to tie at the waist. These items are designed to sell at $3.75 to $8.75. The handbag line is not yet completely filled in but there are enough unique shapes and designs to suggest that a fresh approach will be the story at Paca. Information from Paca, 35 Cliff Rd, Wellesley Hills, Mass. 02181.

FASHION ITEMS presents
The APHRODITE COLLECTION
Fashion Accessories
Separates, Jewelry
by LEE MENICHETTI 417 5th NY

Ann Roth of **Prize Possessions** is assembling some prize possessions of her own, namely scarves and shawls by **Ron Gutman** for Maurice Tannenbaum, jewelry by **Leeander** and **Collectables.**

The last time we saw this vivacious lady she was just gathering about her the first of the designers she was to represent this season. It appears now she is well on her way to handling some of the freshest and newest looks.

T-Rings may be the sleeper of the season, colorful chokers on a neck coil by Leeander. Designed to wear with the ubiquitous T-Shirt, the T-rings vary from a "morocco" or "serape" group which includes brightly painted wooden beads, "the ringer" which uses sequins in soft pastels with larger matte rings centered, "the chunky" of larger sequins and MOP buttons and "the kidding around" set of colored sequins and MOP motifs of strawberries, apples, etc.

These stretch to fit the neck comfortably and the price range of $2.50 to $4 keeps it in the impulse or mini-gift category. A matinee length is available for $4.50 but these designs are primarily for T-shirts, the turtle neck or open shirts.

Collectables by Morty Levinson are actually jewelry items created almost entirely with the natural fruits of the sea. The use of MOP, semi-precious

stones, shells, abalone, coral, seanuts and shark's vertebrae keeps the color tones in the pastel and off-white category and the accents of black coral and tinted MOP seem just right for spring/summer dressing. Carved meerschaum (the ceramic-like material used in fine pipes) brings an ivory accent to semi-precious ropes at $15.

Ron Gutman's shawls and scarfs are super in size and fabric, using raw silk, hand batiked chiffons, gauze, cotton

Stephan Adrian, Limited
Richard Palan
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voile and pure silk. Sizes include regular and super with the "fanny wrapper" a specialty item oblong. Prices from $9 to $17.50. New also from this designer is the Scat—a combination scarf and hat at $8. This cap with wrapable ends looks like a high fashion turban and comes in cotton knits and terry cloth. Great beach coverup in solids and prints. See these and more of Ann's people at the Prize Possessions showroom, 392 Fifth Avenue.

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Paul Omin is a cheerful, pleasant "renaissance man" who has taken his new venture of jewelry making very seriously. His firm, **Paul Omin, Inc.,** is barely one year old and is already presenting his spring and cruise collection of sophisticated naturals, MOP pieces, lalique frosts, pre-Colombian motifs, twisted silk cords, turquoise and ivory manipulations. Seashells dominate and unique pieces such as his sponge coral necklace are one-of-a-kind. Coin silver is used sparingly in the higher priced items which use semi-precious stones, ivory, jade and a very green "turquoise."

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Scarves.....Plus++

Recently a graphics designer, Paul Omin had planned to be an architect. He was caught up in painting for a period and found himself using a collage style, gluing shells onto his work. Necklaces for his wife were a diversion until a friend showed them to a buyer at Saks. A first order followed and so did his firm. Paul still maintains an interest in the graphics firm although jewelry is now his main thrust. (He also makes his own furniture, but as yet he doesn't have a furniture firm!) Prices for the jewelry are in a wide range depending upon the availability or rarity of the materials. A twist of silk cord is $4 cost, a black lip seashell with tassels $5 to $6 at the low end. The sponge coral is ticketed at $37.50 and the ivory and green turquoise using coin silver, $48 (cost figures). An interesting collection. See it at 389 Fifth Ave., NY

STUDIO NULL
ALL AT MAGDA K'S
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POETRY
BY
JEAN
BETANCOURT
KUNI

New ways with the PC logo of **Pierre Cardin** are giving his handbags and scarves a fresh look. Three new categories of handbags have been added to the standard signature cloth designs. Nylon straws with snake-embossed leather feature clutches, pouches and satchels. For a smart sophisticated look, there's a canvas collection of khaki accented with black or navy or softened by beige leather trim. The third group is a fun group, says Don Seligman, sales manager. "Haitian" cloth, (actually a domestic cotton that is slubbed to create a homespun effect), sports the PC logo embroidered in ombred tones of blue, brown and in a mexican multicolor. Dark blue denim and natural linen take on the PC in a sunburst pattern. Here is a very clever use of status logo without being obvious.

Scarves use a handsome overlapping form of the PC as well as other innovative designs in squares and oblongs from $7 to $22. Don reports that the crepe de chine group at $10 are the most popular. These have a lighter, more luxurious feel than the twills and are offered in pastels, border trims and brights. A striking seven-foot

(continued)

Designers
(continued)

oblong (with yet another form of the PC) is for the consumer with a flair for fashion a la Isadora Duncan.

Worthy of mention is a patented sunglass design that incorporates an ear-catcher coil into the ear piece. When engaged in sports, you pull out the coil and it becomes a second, more secure ear piece. For regular use, you can slip the coil back into the hidden channel. They're expensive ($22 cost) but a boon to any lady golfer who is tired of picking up dropped sunglasses when retrieving her ball from the cup. These plus PC umbrellas by Mespo and Knirps may be seen at the showroom, 330 Fifth Ave.

MOTHER NATURE

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Showroom: Atlanta Mdse Mart

EVAN ALLEN BELT CO.

Jewelry by
DAN POLLOCK
385 Fifth Ave.,
212 532-1780

The **Diane von Furstenberg** sunglass collection is produced with three concepts in mind, according to Delia Weiner who, with her husband, will be handling the line. First is the concept that sunglasses are a fashion accessory and as such a woman must have a wardrobe of them to complement her clothing and her life style. Secondly, it is important for the eyes to be seen, allowing expression. This is the reason suggested for the fashion tinted glass and gradient lenses. For anyone who has ever been vis a vis a person in dark glasses and felt she was looking at "bug man" this will be a welcome idea. It's hard to communicate when you cannot see the other person's eyes and judge their expression. Finally, the collection is built on the idea that sunglasses are for all activities from beach to banquet.

Prices in the Diane von Furstenberg sunglass line range from $9.50 to $16 cost, with style choices from thin aviator to massive frames. Delia feels the thin frames will be the most popular because they are the most flattering and offer the newest look. The double temple ear piece with the DVF signature is available in the heavier frame. By appointment only at the New York Showroom, 392 Fifth Avenue. 867-5166.

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The Continental Wrap-Up

London. . .European shawls are as heterogeneous as their homelands. They are big, often huge; they vary from a basic and traditional Scottish plaid to a floral fringed Spanish shawl. The community of the EEC (European Economic Community) offers a shawl from every country, since it is an important part of the peasant dress of every member.

Very much a part of the shawl scene is the long French shawl, developed from a string-thin piece of silk wound two or three times around the throat. This has grown into a wide, wrap-around striped shawl with fringe which is an extension of the stole idea of the '50s. The shawl comes in both soft, subtly blended colors, and highly contrasting football colors.

Other members also have their contribution: paisley shawls from Scotland are of soft, fringed wool in rich dark colors, often predominantly red or dark green. From Ireland, mohair wools, knitted or woven, are cosy and enveloping; and from the Aran Islanders, original and huge triangles of Irish bainnin wools knitted in the unique pattern of individual families.

Shawls are international — any country can adapt this look to its own ethnic sources and team it with the layered look of other clothes.

By Eunice Wilson

PICK OF THE CROP

THE NEWEST THINGS FOR SPRING

FROM THE NOW JEWELRY PEOPLE

GLENN MITCHELL

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A Lasting Plea for Honesty

The continuing fashion demands for the basic materials of nature are a strong reflection of our feelings today about ourselves and our country.

It all started back in the 60s when the young people of our nation were crying out to be heard. Honest, outspoken, if not always wise, they saw what others did not, and they challenged the morality of our involvement in the war, and our materialistic values at home. But not enough people really listened or understood the wisdom of their pleas. Those who protested because they cared and loved their country were accused of disloyalty – a misunderstanding as old as civilization. And so, we had to endure more years of that terrible war, followed by the domestic crisis which further tore our country apart.

Interestingly, just as so many misinterpreted the rebellion, they also abhorred the way the young people dressed. And what was this but the beginning of the jeans age and the desire for simple, natural materials.

In the aftermath of the war and Watergate, the cry is not so loud; but despite disillusionment it persists. There is a quieter but stronger demand for honest, basic values and a simpler, less materialistic way of life.

And again, these feelings are reflected in our fashion trends. We continue to love our faded old jeans best, and we want the naturals, the ethnic looks, and something genuine – things that are simple and close to the earth – things that are honest.

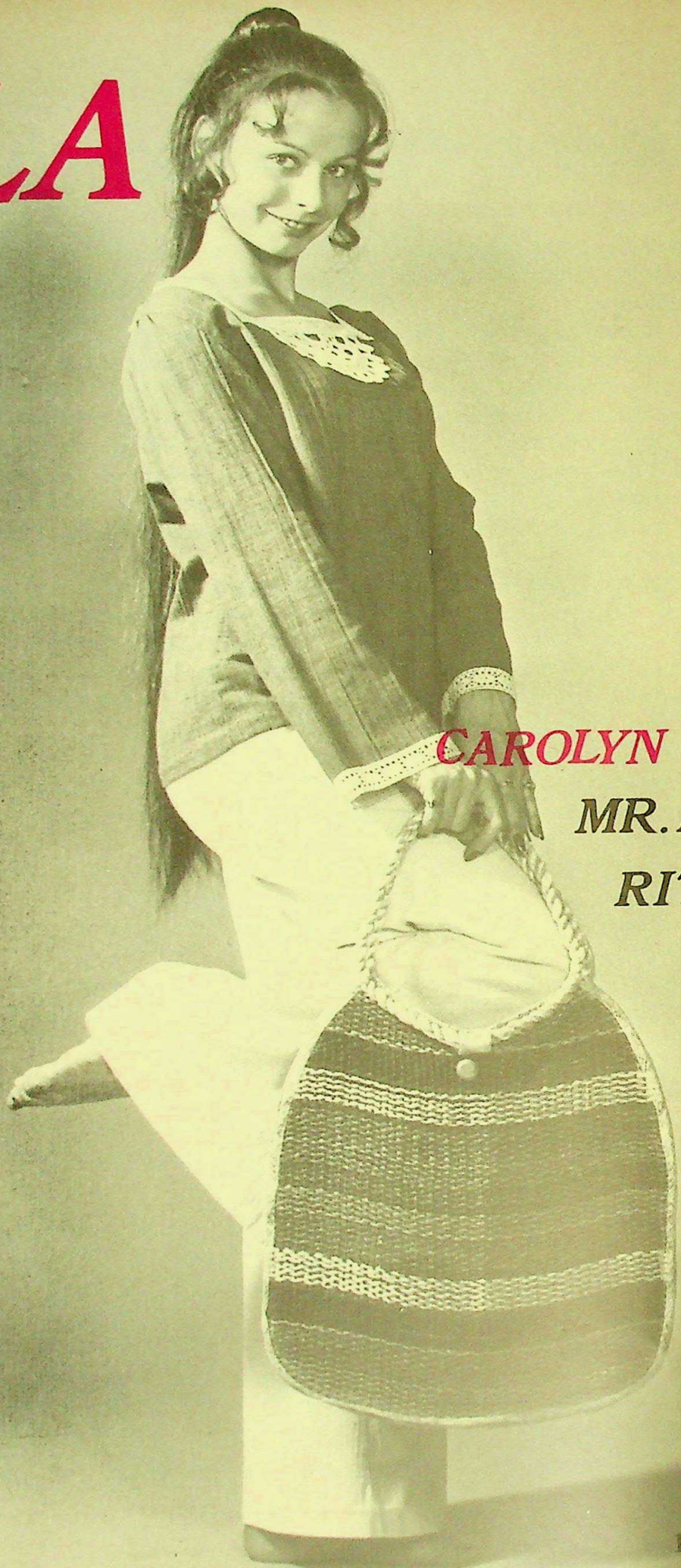
For example, the two features in this issue, market reports on jewelry and T-shirts, reveal that the demand for naturals persists. Natural jewelry has become permanently important and T-shirts, which must be cotton, are becoming a basic.

And now, this mode of dress inspired by the young rebellers is not only accepted but adopted by almost everyone. Now more than ever, people want to express themselves through their dress, and this is how they feel. . ."let's be earthy, clean and outspoken – let's be honest."

These grassroots feelings are especially meaningful right now as we begin our Bicentennial year. And if the trend is as strong and lasting as it appears perhaps it is one indication that we really have learned something of value.

Renee B Prewitt

OLLA



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Spring Jewelry

Getting Back to Basics

"Grass-roots, back to basics, a return to fundamentals." "Something real, something to treasure." The "blue jeans philosophy, America."

Jewelry designers and manufacturers have different ways of describing their new spring lines. A synthesis of the market's spring offerings might read as follows: it's still the naturals, it's craftsmanship, and whether rustic and primitive or sophisticated and tailored—it's genuine.

"Something Real!"

The American consumer's demand of "Give me something *real*!" is evident in varying degrees through every new spring line.

From tiny chips of diamond to large ovals of amber, from pewter to sterling, from soapstone to ivory, from the pithiest cork to the most indurate ebony—if nature created it, it's a jewel.

Jewelry as Spokesman

In a market in which change is quite possibly the mainstay of existence, how have the naturals, lacking the inherent status of gold and silver, managed to enjoy greater success each year?

The clue lies, perhaps, in the new distinction of jewelry as spokesman for its wearer. Larry Oppenheimer of Hattie Carnegie believes that: "Jewelry is no longer a mere accessory, an understudy to rtw. It's beginning to play a lead role because it is now the equivalent of a personal statement."

David Rubenstein of Worldly Possessions agrees: "Jewelry has become an important medium of human expression. It says a great deal about the tastes, values, and even character of its wearer. It becomes a part of one's identity, a conveyor of a message; and people want to be identified with what is respected, valued, and beautiful. It's part of the 'blue jeans philosophy'—a truly American phenomenon which represents a return to the earth—to that which is durable, genuine, and basic."

Jewelry as a means of individual expression—thus we have the tremendous popularity of the moodstone, probably the most blatant example of this phenomenon. Other manifestations are Coro's update of the "little nothing" necklace, featuring broken promises and hearts on delicate chains and a choker with a myriad of detachable pieces that may be worn together or singly to express its wearer's message.

But the message may be more subtly conveyed—jewelry speaks for its wearer with a rich and varied vocabulary of composition, materials, lengths, textures, and colors.

What's New in the Market?

Among the spring offerings of interest is an updating of the naturals to a more tailored, finished and vibrant look. There's a popular North African inspired story, emphasizing bracelets and longer lengths. Silver takes on a more primitive, old-world and colorful look. We're seeing an exciting renewal of bracelets, and free-spirited plastics in bright, vivacious colors hung on 15" soutache.

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Business Picture Looks Bright

The economic picture appears promising. A new York Times business report states that: "The nation's retailers wound up the Christmas season with strong sales and low inventories. As a result, profits are expected to be up substantially for the fourth quarter and the full year. Estimates of sales increases by merchants and security analysts range from 7 to 15 percent. Inventories, which had been unusually high a year ago, were sharply reduced in 1957."

The Wall Street Journal quotes Donald V. Seibert and Jack B. Jackson, both J. C. Penny executives: "Consumer confidence was evident in consistently strong holiday buying in all areas of the country throughout the month of December. This confidence may be due, in part, to an increase in real spendable earnings which, according to a Business Week estimate, have risen 4% from last winter.

Accompanying the increase in expendable income is a concomitant increase in the desire to spend. In US News & World Report, New York retail analyst Robert Scherner believes "that after two years of conservative buying, the consumer is beginning to break loose."

This general mood of optimism is shared by jewelry manufacturers. Most reported a good November with "positive reactions" to the new lines. According to Frank Layne at Pakula: "It was the biggest year we've had. Stocks are clean and we're anticipating a good January." Most manufacturers are saying that the January market is full of activity due, in part, to good Christmas sales. One manufacturer reports that "the November traffic was up 50%" and expects "a lot of paper to be flowing in January since stores held down summer and fall inventories."

Dick Restler of Capri states that "enormous dollars were spent on the moodstone—dollars that normally go into early spring merchandise. Because of the lack of merchandise that wasn't placed, inventories are lower than they have been in 3 or 4 years. There is a fantastic need for merchandise for January delivery which normally would be delivered in February."

Mixed Reports from Retailers

A jewelry buyer for a major New York department store states that "Christmas was good and our inventories are low. However, as far as sales increases go, I have heard mixed reports." This buyer expects sterling and the naturals to be very strong provided a fresh element has been added and they don't look like last year's rehash. "Cording is one new look that could be good and I expect the major selling length will

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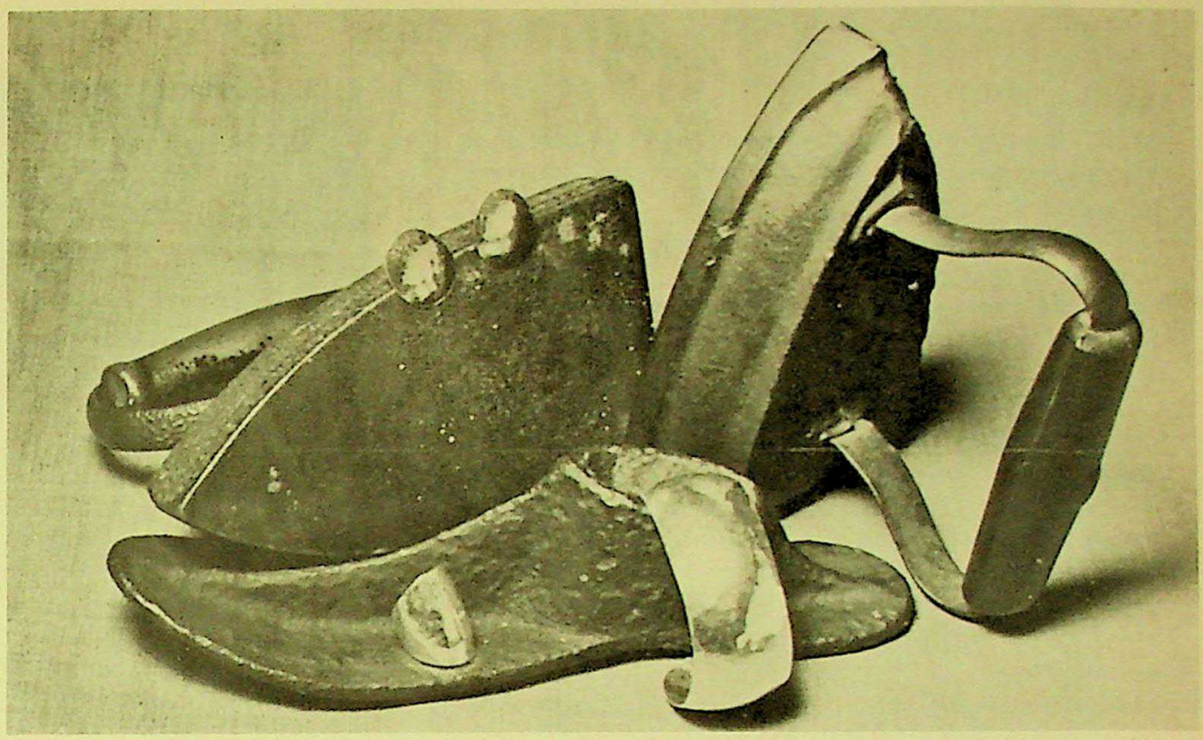
America is back to basics--to that which is timeless, genuine, and honest--like blue jeans, wholesome food, terrestrial jewels, and antiques. These bits and pieces of yesteryear are a fitting complement to this year's spring jewelry.

Wrapped plastics—as American as the eagle and old pine. Tempo wraps them up for spring with wire cord, plastic, and wood. Doughnut, crescent, and horn tusk shapes are hung on soutache of all lengths. Colors are bold and spirited in blue-green, yellow, orange, red, white, and black ($27/dozen).



The rugged, "old-country" look of hand-hammered sterling—primitive and durable as old irons and a shoemaker's anvil. Edamos pounds silver into button earrings ($6.50), a cuff bracelet, whose irregular lines bear the touch of human hands ($14.50), and an elongated "finger" ring. ($8).

The doughnut is sizzling this spring. Alexis Kirk wraps it in 22" lengths of multi-colored cord. It's part of the Guatemalan look and comes in three color groups: dark and light blue, yellow and green, and red and purple ($42/dozen).

(continued)

be 15", although this is not directional. I don't see as much of the nothing thing; the look here will be chunkier, more substantial."

Francine Ziff, president of the Accessory Buyers Association reports that retailers are "extremely pleased with their jewelry business in general, in fact, stocks are pretty clean." She sees "loads of naturals and lots of bright colors for spring."

Lorrein Eyerly, fashion merchandise director for Frederick Atkins sees a continued popularity of the naturals, with macrame and "every other conceivable kind of cording" leading the way. "Bracelets will also be a major statement—in fact this is an area that has received relatively little attention. Few stores realize the necessity of massing things—you have to hit the consumer over the head. The institution of bracelet and bangle boutiques just might be a step in the right direction."

A fashion coordinator of a major New York department store predicts that gold will become increasingly important along with tiny diamond stud earrings. "Catherine Deneuve began it all in the Chanel ads and young people have picked up on it. In fact, young people in general are becoming increasingly important in the jewelry area."

"A More Tailored Ethnic"

As naturals receive greater acknowledgement as a significant category in their own right, there is a concomitant increase in the refinement and sophistication of their design. Reports from the Magda K showroom are that ethnics will become a classic but in a more tailored, basic manner than at present. In accordance with this gradual mutation, naturals are a bit more finished, less indiscriminately put together. There is more deliberate organization with increased stations; the look is more proportional with greater balance.

Marci Victor at Zentall calls it "a more tailored ethnic," and thinks it is exemplified in Zentall's pewter and brass heishi ($8.50) and clay scarab necklace mixed with pewter beads and brass heishi ($48/dozen and up).

Longer lengths are also increasingly important and add to the sophisticated flavor. At Alexis Kirk, one number from the Guatemalan line consists of bright, spirited soutache twisted into 30" lengths sporting fringe or tassels that reach the waist.

"Bright is right," says one manufacturer. Dick Restler of Capri agrees: "There is a new vibrancy in naturals. The tired, monochromatic look is finished." At Stephan Adrian, chunky wooden beads in bright red, yellow, green, and navy are hung on soutache ($24/dozen).

The North African Influence

The hot desert winds of Morocco are wafting into designer showrooms this spring. The Moroccan inspired jewelry is a

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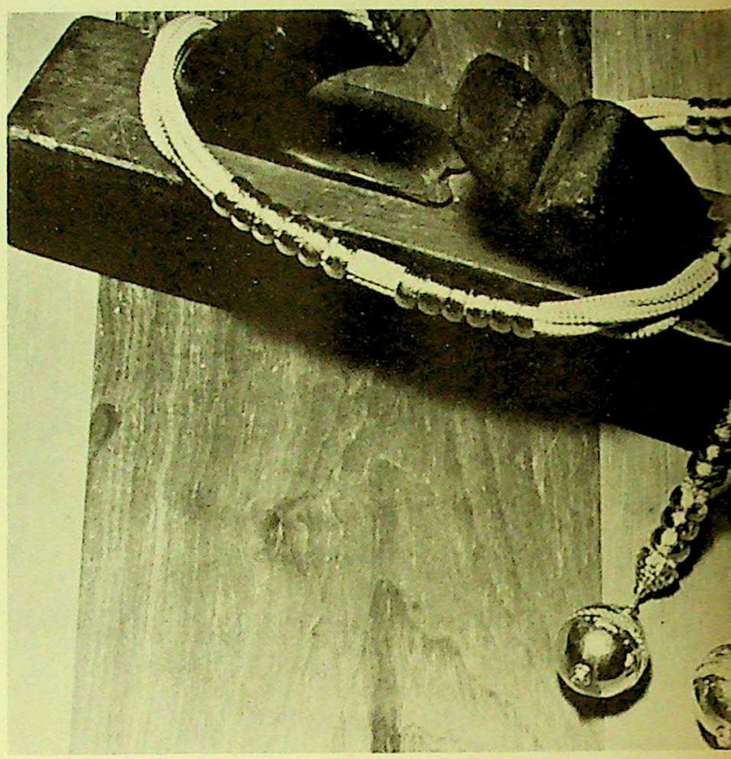
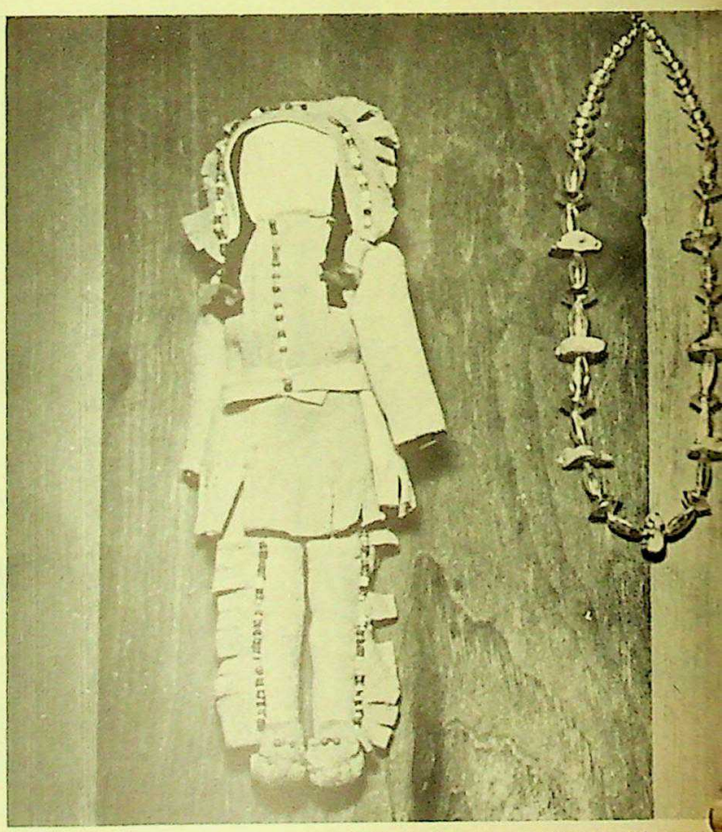
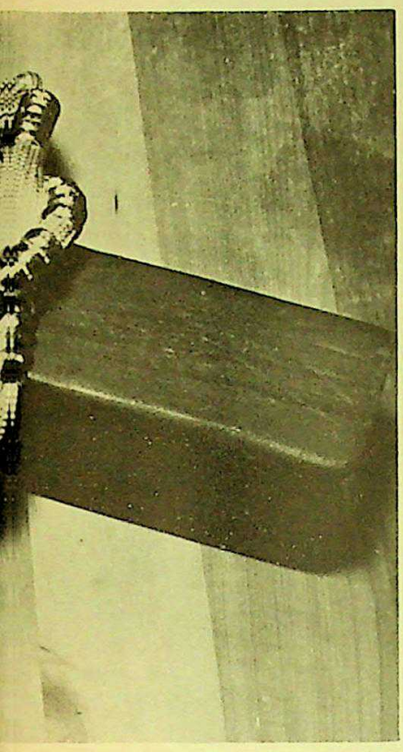
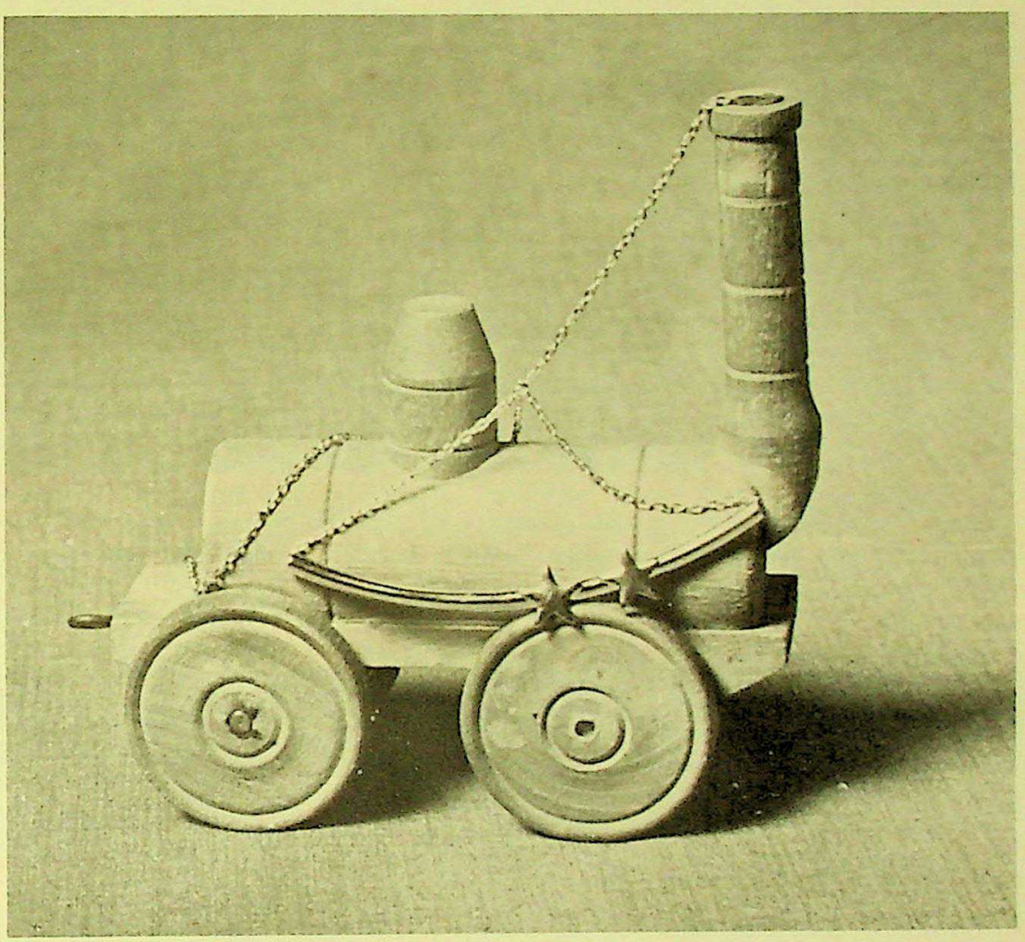


1976 interpretation of the lariet outdistances the cowboy's rope Cordoro fashions it in 42" heavy woven cord in black, sand, ar brown ($17.50).



A special sort of wampum—a 15" choker manipulated with sterlin beads in three shapes and baroque turquoise stations. At Marveli ($25).





The "little nothing" rides its way to an up-date at Pakula. A tubular trapeze bearing tiny stars, hearts, or dots is suspended from a delicate chain. In gold or silver ($18/dozen).

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harmonious complement to the flowing lines of caftan and tunic in sheer gauzes and airy cottons and the rich, mysterious colors of Africa. The lengths are long and tassels, fringe, and pendants extend to the waist. Gold is an important element in this look and Codoro fashions it with elegance and charm into gold cuff bracelets ($12.50) and long lariats of cord and gold. Bracelets are playing a vital role in the Moroccan look and are striking in ebony, ivory, and bone combinations in both cuffs and bangles.

Sterling Takes on New Texture and Color

Sterling is changing its countenance. No longer youthfully liquid and shining, its new expression is more subdued and irregular. The look is hand-hammered and human. As Vikki Travers at Edamos describes it: "It is an old-world feeling of craftsmanship." Sterling at Edamos is pounded into cuff bracelets with matching rings and button earrings. "Its all part of the desire for something real, something of value. As we've discovered with the success of our "baby diamond" rings ($22.50), today's customer wants jewelry to respect and admire," says Vikki.

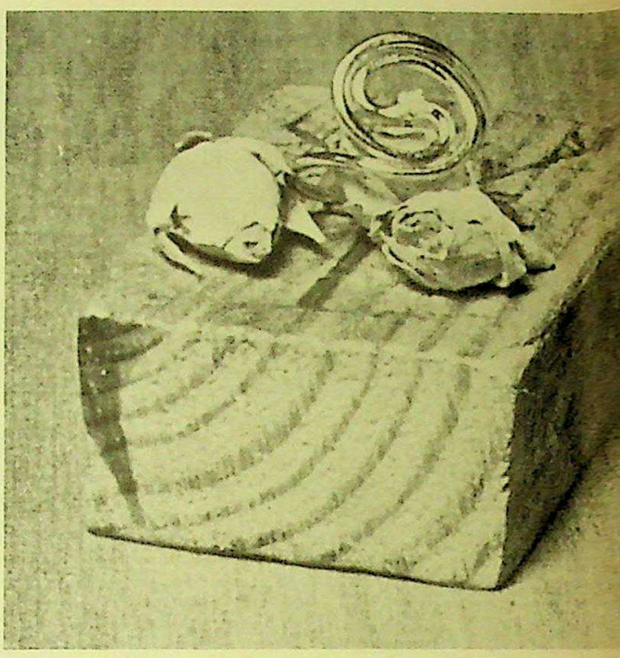
Designer Franchesco Calise has also created a line of hammered silver for Danecraft. This rugged, textured look for silver is new for spring and just may become a significant factor in fall lines.

At Marvella, sterling takes on a new dimension with colorful semi-precious stones, such as coral, turquoise, sodalite, and tiger's eye in 15 and 17" lengths. Sterling gleams with a softer, matte, satin finish at Zentall. Gold-plated pewter is also catching on. According to Marci Victor: "We've been silvered to death. Gold-plated pewter offers an exciting change at humane prices."

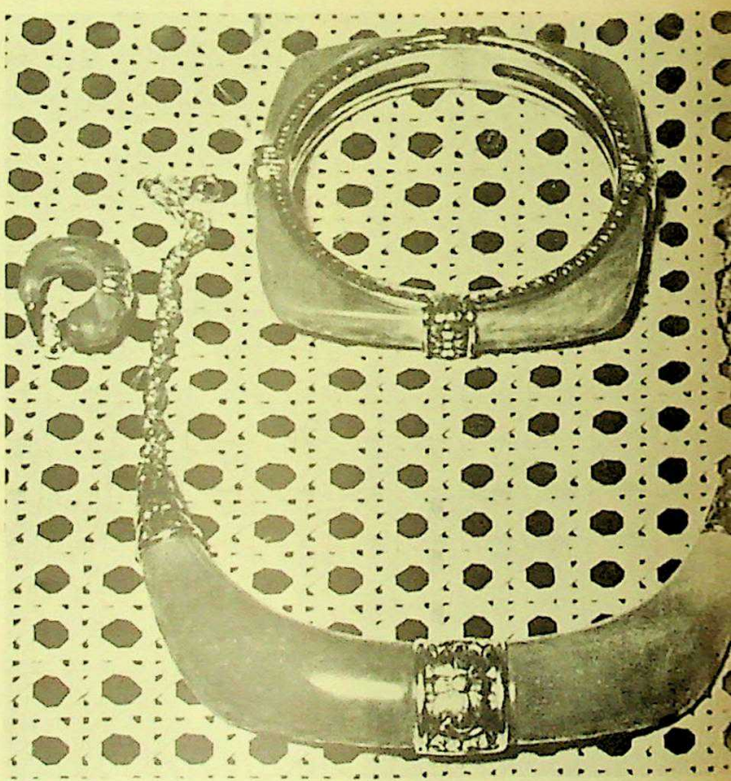
Plastic Brights

To accompany the ubiquitous T-shirt and the new summer interest in whites, plastics in bright, piquant colors are hung on 15" sutash cord. Shapes are zany and fun—doughnuts, crescents, and horn tusks abound. Glenn Mitchell chooses vivacious colors of red, yellow, orange, green, blue, and navy as favorites. At Tempo, plastics are wrapped in wire, cord, plastic, and wood ($27/dozen). Also new in plastics is Jeffrey Lawrence's new line of hand-painted bracelets, rings, earrings, and corded pendants. Known as the "Flea Market," the jewelry is adorned with bees, beetles, butterflies, and daisies and is compactly assembled with scarves and belts in a total display that is appropriately called "Togetherness."

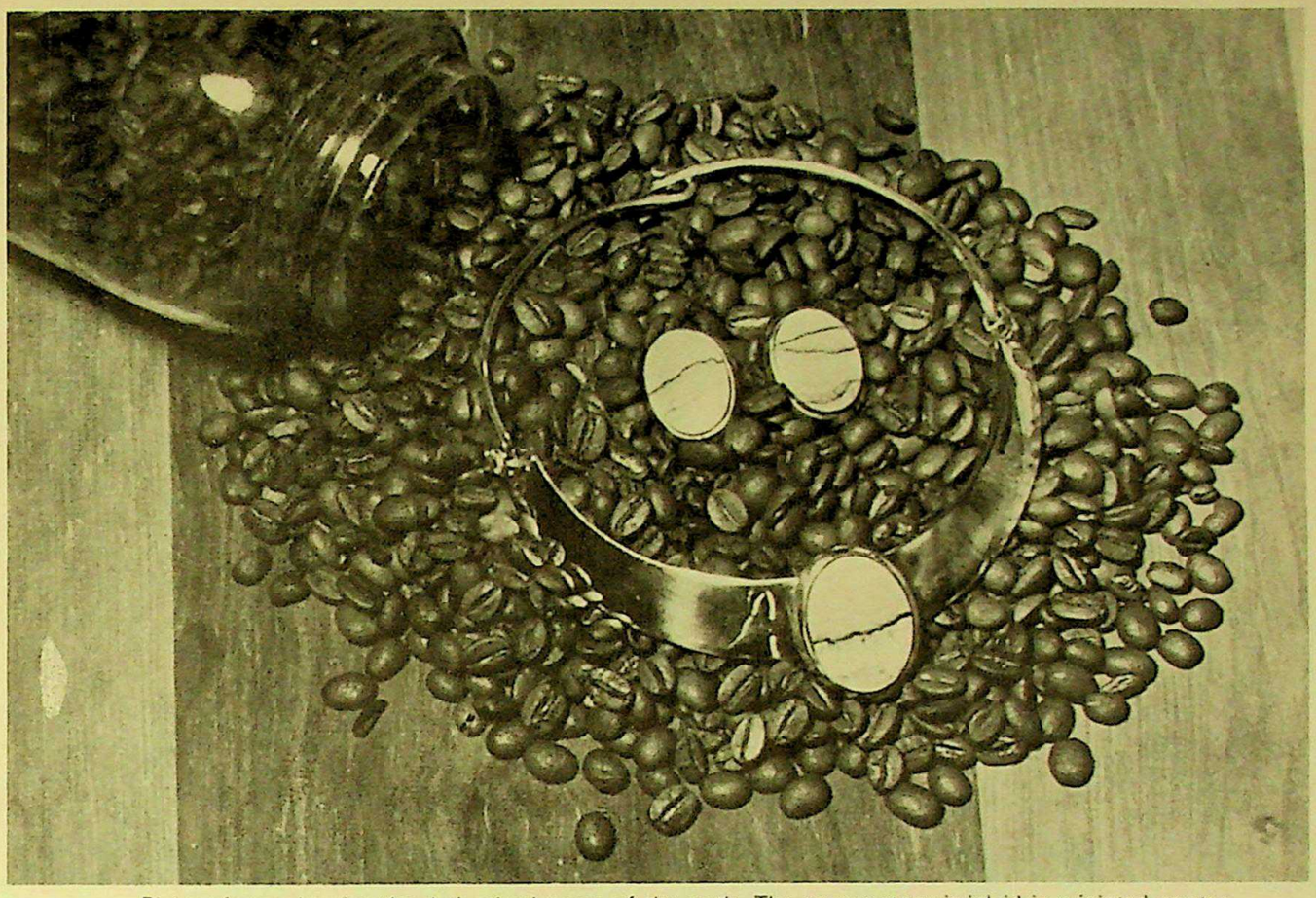
The mood is optimistic, the colors are bright, the new lines are ready, and all indications are that 1976 is "coming up real roses."



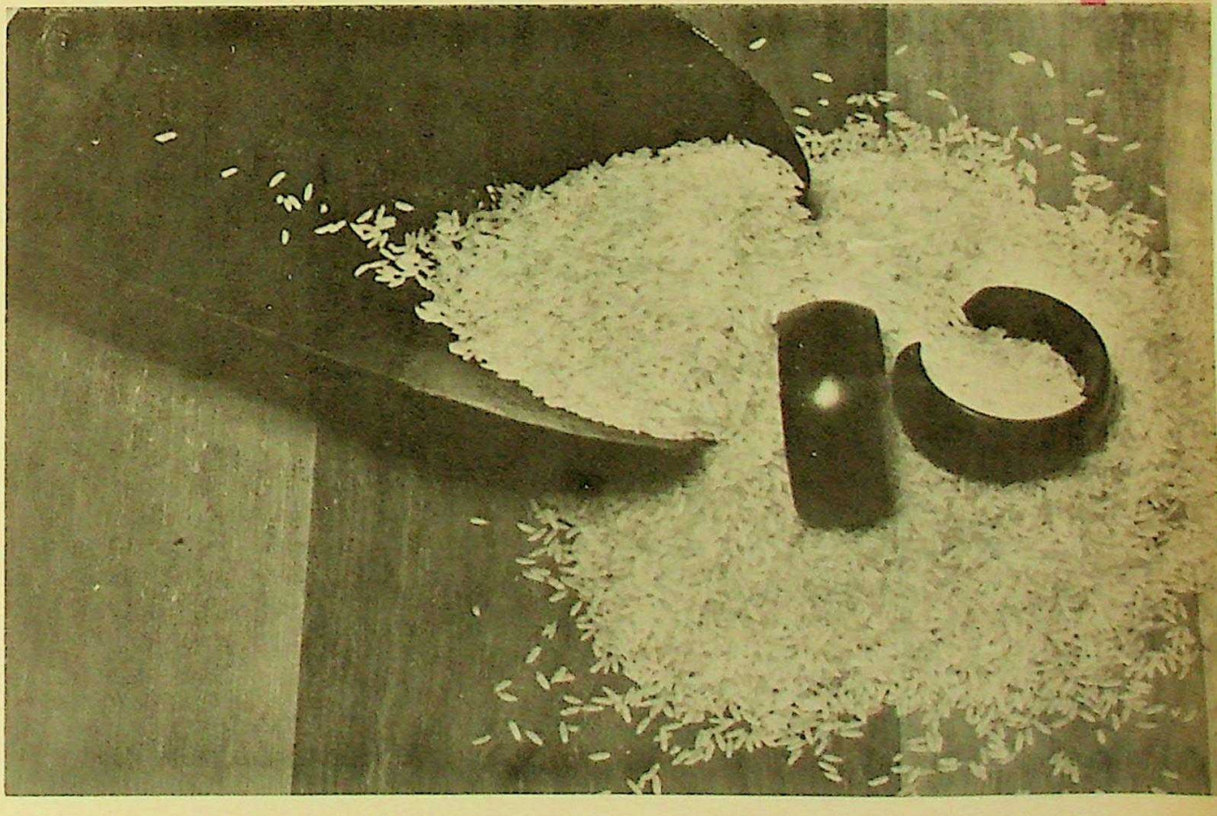
"Baby diamond" ring, as delicate and fresh as rosebuds. Th ring is available in 14k gold with one single-cut diamon ($22.50) or two diamonds ($27.50) and 12k gold with on stone ($11) or two ($16). At Edamos.



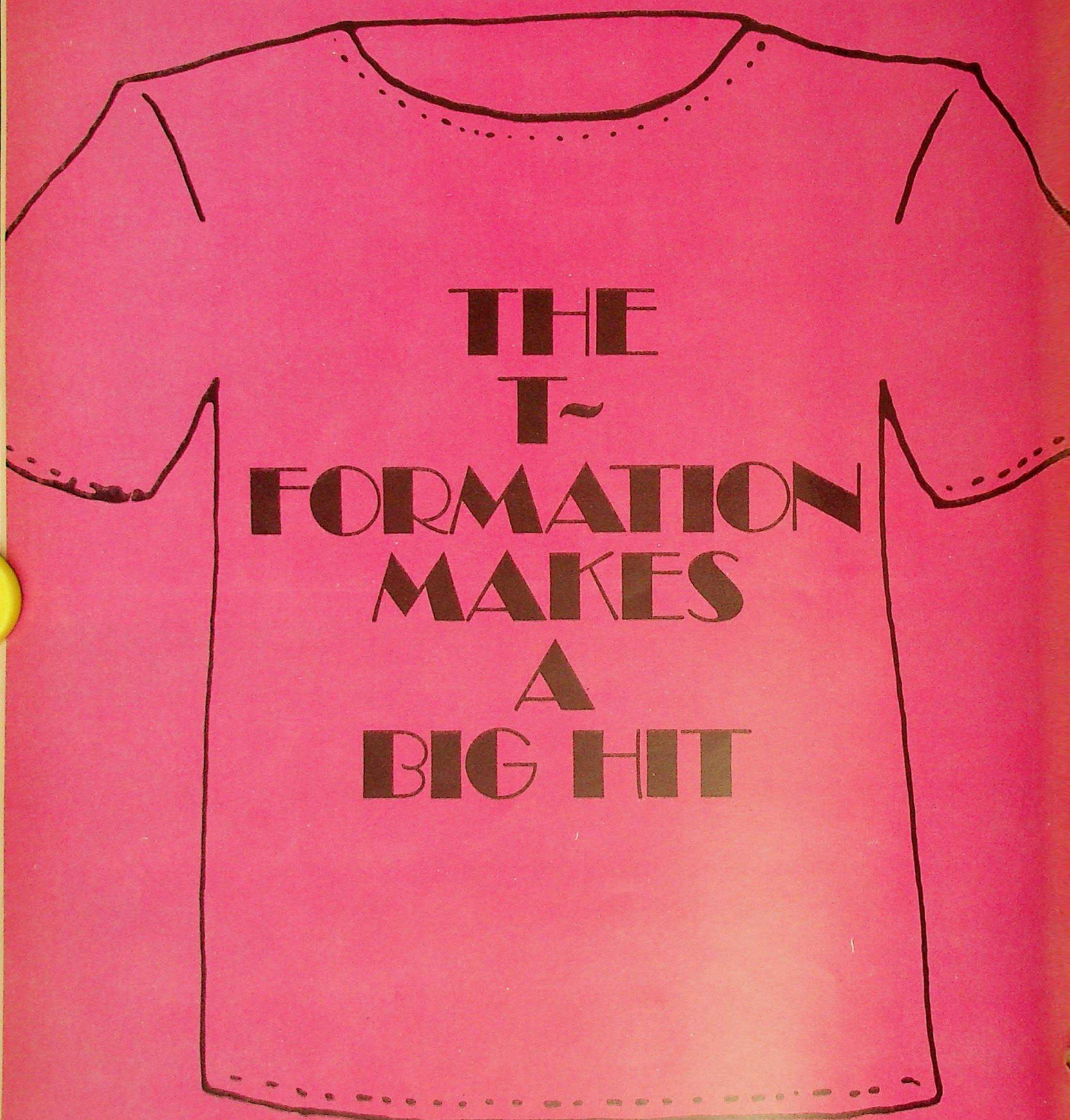
An antique-framed inspiration from Trifari. The ornate lucite frame enhances this collection of collar, bangle, and earrings. The set is available in amber, ivory, jade, and matte black (collar-$8.75 bangle-$11.25, and earrings-$57/dozen).



Picture jasper—bearing the dark-veined traces of the earth. The opaque stone is inlaid in a jointed pewter collar ($35) and oval earrings ($21). By Alexis Kirk.



Two American staples—wood and rice combine for a black and white story. The lustrous gleam of ebony radiates from the gentle curve of the cuff. At Zentall ($57/dozen).


THE
T-
FORMATION
MAKES
A
BIG HIT

What could be more lowly than the little cotton T-shirt? Yet it's this item that has exploded into very exciting plus business for accessories merchandisers.

Only an item in past years, the T-shirt began to take off last year and this year it is fast reaching a peak. It's now a year-round item, and may well be here to stay – like blue jeans. These fashion trends, strong ones, are all part of a cultural phenomenon of today – the desire to go back to the basics, the natural, "real" items – a grassroots movement.

T-shirts are everywhere, in all shapes and styles, with much variation on the basic theme. Just about everyone's making them, just about everyone's selling them. In most department stores, management has decided to duplicate them in several departments. They're being sold in sportswear, shirt and blouse departments, fashion accessories, and in a number of boutiques and outposts.

There's even a T-shirt in a can – it's a simple cotton short-sleeve design with a "BP" logo ("beautiful people") on the sleeve and selling for a rather high price of $18. The gimmick is the can, which looks like a tennis-ball container.

T-shirts (at saner prices) are taking on all kinds of new looks. The basic T shape cotton shirt has already added monograms and designer initials, and now is being handpainted, embroidered, patched – and striped in many different ways, both wide and bold and thin and delicate.

In addition to the basic crew neck, the newest necklines are the bateau and the scoop. The rolled long-short sleeve is the new sleeve look, and has been added to some of the T-shirt lines as a variation to the set-in short sleeve and the muscle or cap sleeve.

The consumer demand for the natural look is as strong here as it is in the other accessories categories such as jewelry and handbags – they want pure *cotton.* In fact, cottons are just about the whole story in T-shirts – if it's fashion, it must be cotton. The nylons and blends are a very small part of the picture, and then only in the very low end category.

The bright colors are selling best right now, and pastels will gain importance as we move into later spring-summer buying.

There are many variations on the T-shirt theme, the most important being the "big shirt" or tunic. This is in cotton knits as well as other fabrics, but is always a loose shirt with flared sides ("a line") and kimono sleeves, three-quarter length. The Indian cottons look great in this shirt, which is often worn with turtleneck underneath.

The nice thing about T-shirts is that they are plus business, and most accessories departments will be able to carry them. Since they are defined as "tops" rather than "blouses and shirts," management in most stores has ok'd T-shirts for accessories departments. And because the T-shirt is an impulse item most of the time, it makes good sense to carry it in the accessories department – even when it is also carried in nearby shirt and sportswear departments.

Price is still a consideration with T-shirts in the accessories departments. Best range for impulse buying is $5-10, with little action over $12.

The key to successful merchandising of T-shirts in the accessories department will be proper display and space for T-shirts. How they are shown will make all the difference as to whether T-shirts will show great sales results or will just be a here-and-there item.

T-Shirt Excitement in the Market

"T-shirts are great for spring and summer," said Alex Coleman of Ben Goodman. "Accessories departments are wisely diversifying with new items, and manufacturers are fortifying themselves by strengthening other items in the event the bubble bursts with scarves. But there's no sign of that happening yet."

"The T-shirt will pick up tremendous halter business that accessories departments didn't have last year," pointed out Saul Shulman of Sally Gee. "T-shirts are becoming a 12-month business – but if accessories departments don't allocate the space and money for them for fall, we'll forget it! I think for fall most accessories departments will go out of T-shirts and into ponchos, which have the advantage of not being duplicated in other departments."

"Fashion Accessories departments are becoming the biggest department on the main floor," said Mr. Shulman. "Some are now doing two to three million a year, where a few years ago a million was a big thing. And if fashion accessories departments continue to grow, it will be due to the addition of these classifications," asserted Mr. Shulman.

Scarves Still on Top Too

"We are fortunate right now in accessories," agreed Mr. Coleman. Three major classifications of accessories lines are excellent – scarves, shawls and T-shirts. T-shirts have become all-year business in sportswear.

"We've already purchased long-sleeve T-shirts and variations of it for fall, and we expect eight-month business in them."

"T-shirts are now about 25% of our business – they're doing exceptionally well," said Irwin Perlow of Baar &

(continued on page 38)

T-FORM

Bright aqua stripes *o*
white in a new style T
(above left) wit
rolled-sleeve and bateau
neck. At G-Wheels

A California entry *is striped vertically in pastels on white, and there is a striped cotton scarf to match. Find it at Cathy Accessories of Los Angeles.*

Colorful new look *of handpainted (really) wild animals on cotton T with muscle sleeve — at Baar & Beards.*

The split "T", *otherwise known as the cold shoulder, left, is a bare variation on the theme — the monograms make it on the single sleeve. By Just Howard.*

TIONS

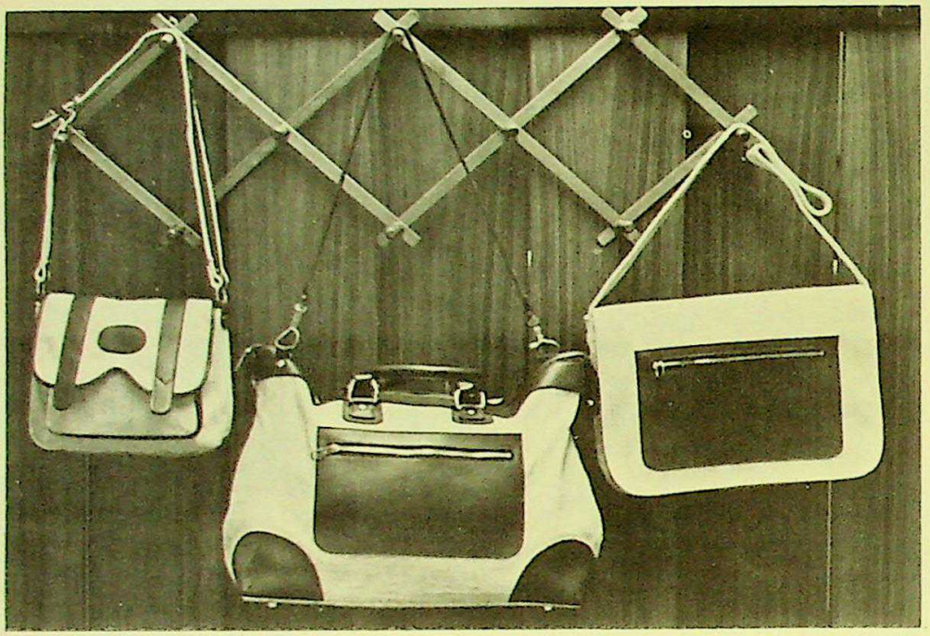
Fish swim *the front of the cotton T-shirt at right — this and other whimsical designs in bright-colored cotton patches. At Sally-Gee.*

The "newest T-shirt," *above, the big shirt or tunic with bateau neck, kimono sleeves, not-so-fitting. From Rida.*

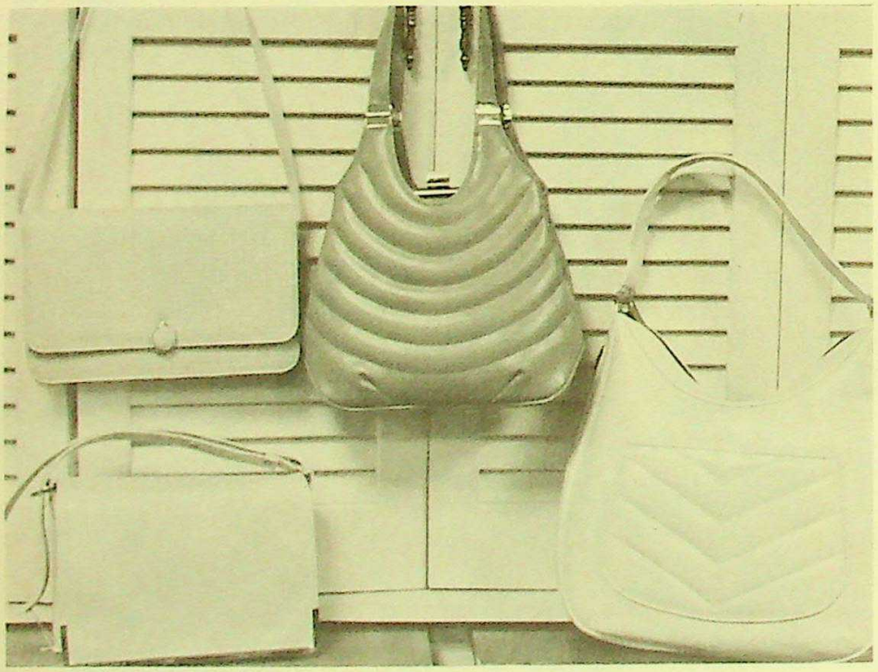
The bright colored tulip *grows up the sleeve of this cotton long-sleeve T, above right, by Just Howard.*

A wild, rich-colored tie-die *print with coordinated scarf, again, all cotton. Shades of pink to wine. At Ben Goodman. The classic monogrammed cotton T, far right, is at American Umbrella.*

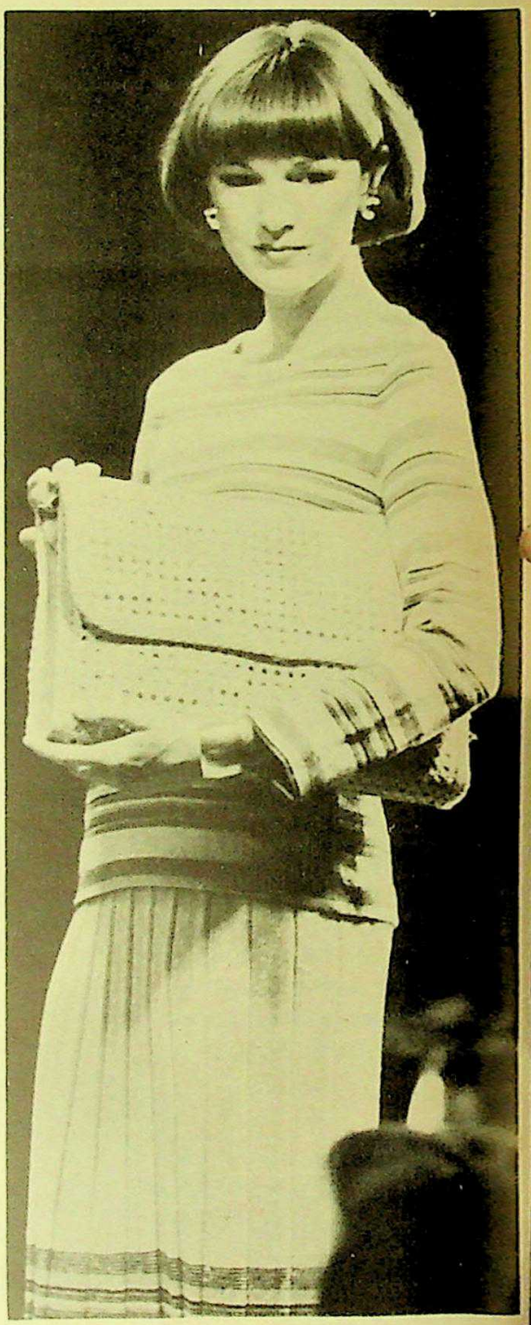
Look, It's New!



Squashy, roomy satchel (center) in canvas with leather trim – top handle and detachable shoulder – $12.50 cost from the exciting new "Action" line at Sirco. Action features large, soft luggage-type bags, mostly in leather at around $20 cost. The other two bags also in canvas and leather are from the Bartoli line at $5 cost. Bartoli, 330 Fifth.

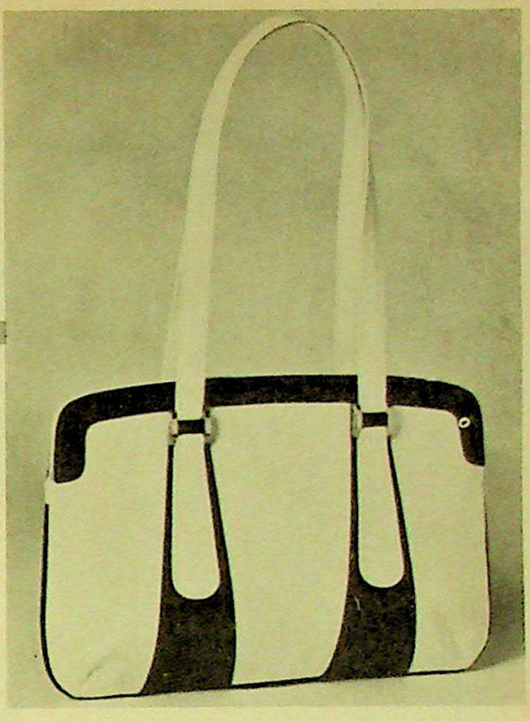


A new line from the Midwest – flow-molding is used for detailing in the quilted look and the woven leather look in this new poly line. At Kurt Rothschild, Chicago, at $7.50 up.



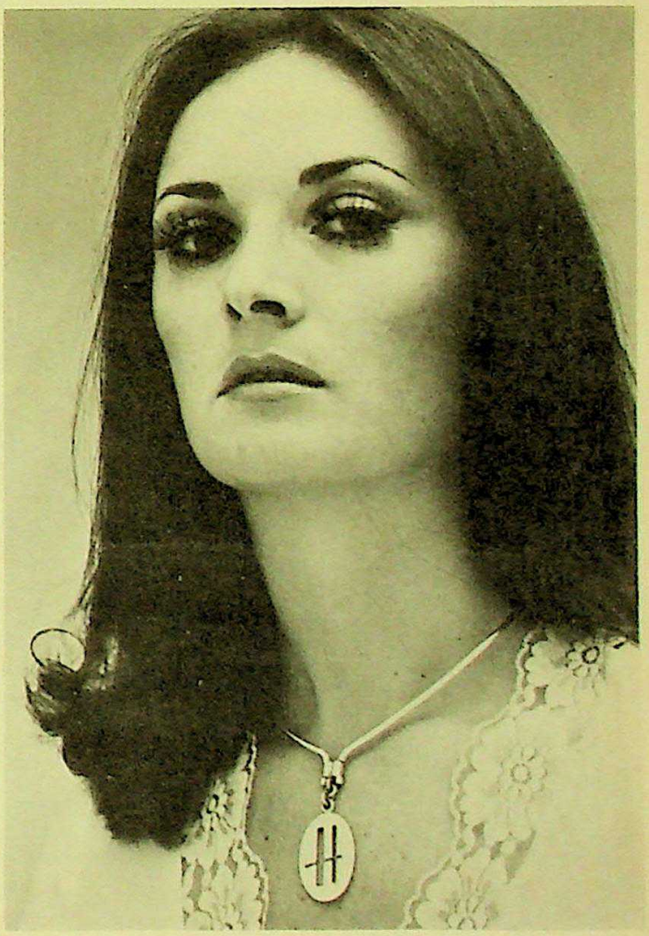
Cane and Canvas, two warm-weather naturals team up for summer in this oversize clutch. By Valerie Accessories, 330 Fifth. Two-piece boucle knit dress from Jon-Michel.

The "fabled green stone of Africa". . .a unique new collection of hand-carved pendants created from the semi-precious African stone, Verdite, in combination with sterling silver and/or ivory. By Reed & Barton, Taunton, Mass. in the $22.00 or $37.50 price range.



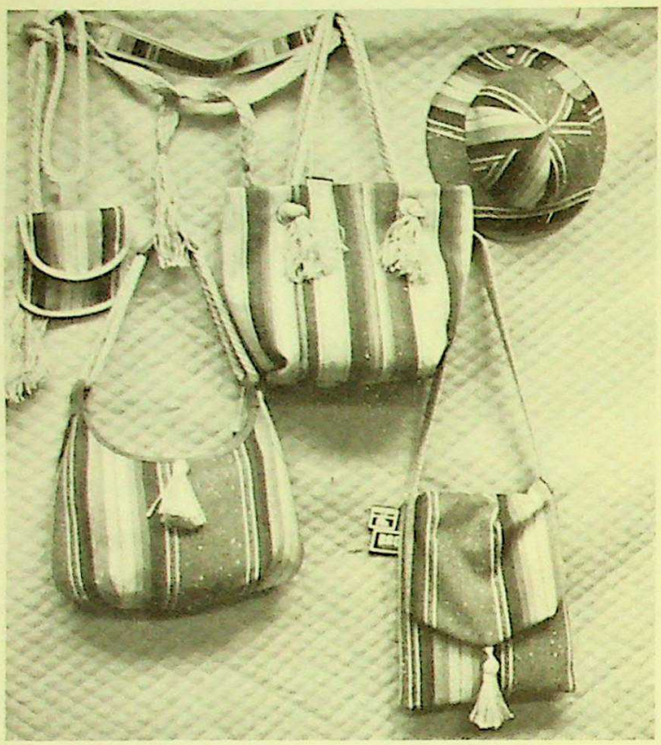
Quality is the key to this beautifully designed bag. It is in poly, fully lined with zipper compartment, in a variety of stylish color combinations. By the handcrafter, Bags by Francois, Los Angeles. In New York with Herb Teres, 347 5th.

Soft or tailored, the look's **sophisticated.** Snake handle bag – one of a large reptile group – is $32 cost; soft, pleated leather, $23; envelope with detachable strap, $27. At Caprice, 22 West 32nd.



Monogram disc with new flair in silver or 10K gold. On exhibit at the Intl. Jewelry Trade Fair, (NYC Feb. 8-11), British Jewelry Exhibition. By Northwood Hall, Hornsey Lane, London.

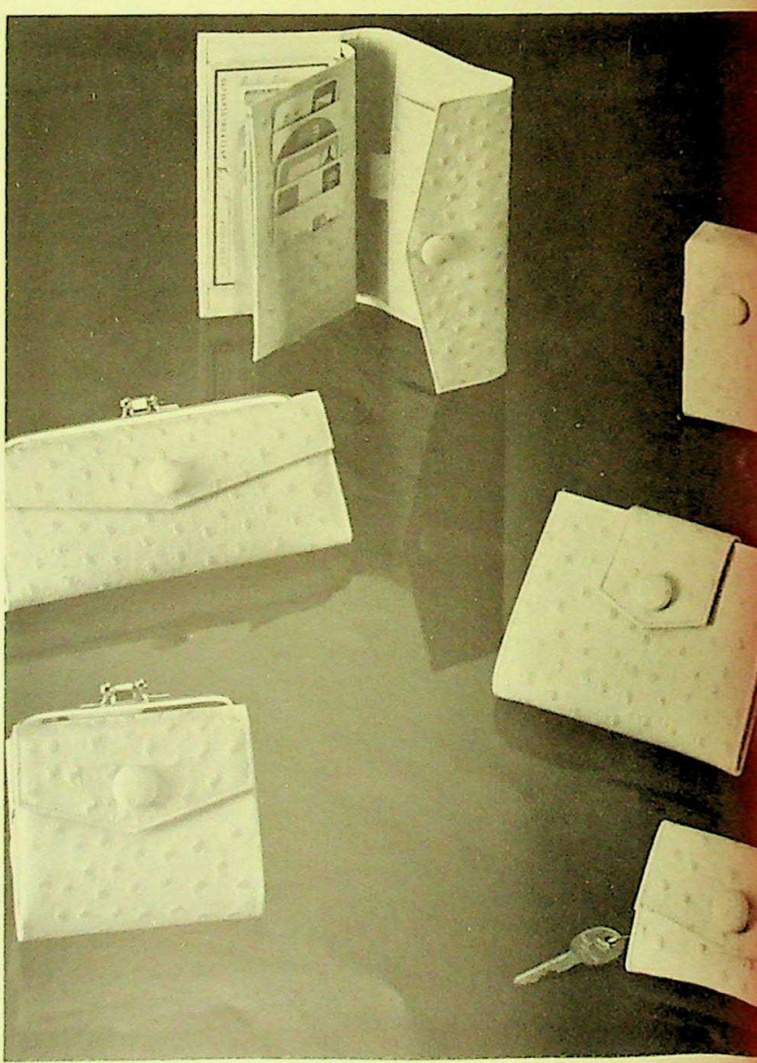
Look, It's New! (continued)



Thinking ethnic? Jute and rope trims accent serape bags in shades of blue or natural, $5 to $7 cost. Coordinated accessories — including belts, belt bags, hats and scarf — are all under $3.50 cost. From Mr. Bags, 22 West 32 Street.

Roomy, patched leathers — new line from Canada, called Go-belle USA. The large tote at $7 cost, the flap pocketed style at $6. At Hugger Sales, 10 West 33rd.

Low price in a signature design. . .this collection in vinyl is promotionally priced at $2-6 cost. Styles from flip-wrist clutch to large tote, in beige with brown or rust with black. LP logo for Lady's Pride. Also, bright color combos in canvas. By Ohio Bag at Hutter Sales, 10 West 33rd.



Button, button. . .accents the new ostrich grained cowhide collection of personal leather goods. Includes a triple framed 4" French purse at $6.50. In bone, navy and tan from Enger Kress, West Bend, Wisconsin.

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T-Formations (continued from page 31)

Beards. "But scarves are still very strong too. Usually there's a cooling off in January, but the stores sold out and now they're coming in for whatever they can get."

At Sally Gee, it's the same story. "T-shirts are about 20 per cent of our business for spring; by April through June it will probably be 40 per cent," reported Saul Shulman. "And scarves continue just as strong – even better than last year."

Bodywear Designers Switch to T-shirts and Tops

Two firms making shirts and tops **who were formerly bodywear houses,** Rida and G-Wheels, also report T-shirts selling well. "A year ago our line was 75% shirts, 25% tops," commented Joe Cardiello of Rida. "Now it's completely reversed."

"The standard T-shirt will be footballed, so fashion houses will update it," continued Mr. Cardiello. "There will be new versions of it all the way to the tunic, which we call the "newest T-shirt."

Price *is* an Object

A number of fashion accessories manufacturers stressed that the accessories departments must watch their price points, so they have made the effort to keep their T-shirts within that range. Price is the advantage for the accessories departments, particularly because of the impulse sale appeal of the T-shirt.

Most accessories departments won't sell many shirts over $12, with the more popular range being $6-$8. In fact, it is doubtful that many T-shirts in the $18-$20 range will sell very well in any department. The status signature appeal will fade fast when the aware shopper of today compares that $20 shirt with one for $8 that looks just as good. It is highly doubtful that she'll opt for the $20 one, just to have someone else's initials on it.

Styles Galore

There are many styles and designs following the basic T-shirt and the sublistatic or heat transfer prints that have been the craze for the past year.

Ben Goodman has an intriguing variety of cotton T-shirts from India – batiks, tie-dies, block prints, embroidered and handpainted designs. There are even little paisley-type prints with scarves to match (see cover). "We are making T-shirts only in cotton," says Alex Coleman. "If we carried nylon, we'd be undersold by imports. And the big interest is in cotton – **we've tried acrylics and they just don't** sell as well." Ben Goodman T-shirts retail at $4-5 (single knit) and $6-7 (double knit).

Baar & Beards is doing a handpainted T-shirt group featuring African animals and flowers – a great new look at $16. They also offer the interlock cotton in regular and muscle sleeves, and spaghetti string strap shirts, to retail at $6. Their nylon shirts are at $4 retail. Especially interesting are Baar & Beards' Indian Tops – tunics and big tops in Indian cotton retailing from $9-12. "These tops are doing great," said Barbara Zerner. "There's a quota problem from India, so we managed to get early commitments to offer a spring collection." Mr. Zerner, along with most of the other fashion accessories houses, also reported shawls picking up nicely.

At G-Wheels are interesting wild animal T-shirts. Reproductions of line drawings, the animals decorate the shirt front – again a refreshing shift from the heat-transfer prints. Lee Diack said brights are selling best now, and they expect pastels to pick up later. G-Wheels' T-shirts, interlock cottons, retail from about $9 to $11 (long sleeve). . .the striped bateau necked shirts looked especially good. This house also offers embroidered

shirts and a terry T-shirt and tank top, also at $9 and $11.

Sally Gee's cotton T-shirts with whimsical patchwork patches are delightful – flowers kites and fish for a bright young look. Here again the story is in cottons. SG is doing about 90 per cent cotton shirts, only a few jersey knits. "We'll be doing variations on the T-shirt going into fall," says Saul Shulman.

Rida carries a full line of T-shirts, including the new tunic looks. "It's the natural fiber look," agrees Joe Cordiello – they want the real thing." Rida's newest look is the big shirt or tunic look with wide cotton and kimono sleeve. The price range here is $5-10 retail.

At Just Howard are some new fashion T looks including delightful embroidered designs such as the tulip on a rolled sleeve and a lacy-look embroidery on shirt front, subtle in the same color as shirt. Also available here are bare variations on the T-shirt such as the "cold shoulder," a one-shoulder design, and the sleeveless cut-in style.

Howard Ziskin, who began with the monogrammed look in T-shirts and is still best known for this, says: "I feel there's only another year on the monogrammed look. We'll go into other kinds of tops."

The original monogrammed T-shirt look is also available at American Umbrella Company, in classic short or long-sleeved cotton Ts.

Monogramming is being handled in three different ways. American Umbrella and Just Howard do monogramming to order for the store. In other cases, the store has the heat transfer machine and does the monogramming while the customer waits. Still another method, used by Baar & Beards, is to sell stick-on monograms with the shirts to the store. The customer receives them with the shirt to press on.

California Things, known for their new and different fashion tops and shawls, decided not to go into T-shirts per se but to concentrate on tops. "We dropped T-shirts but we shouldn't have," said Sam Benum. "Our buyers are always looking for something new, so we opted to stay with different type tops. Also, scarves have been so good that we've been putting more emphasis there. But T-shirts have been taking off so well over the last weeks that we will do them for fall." In their spring line, California Things has some delightfully unusual printed scarf tops, smock tops and puckered body-huggers. There's a beautifully engineered top made from two brightly printed cotton scarves – with dipping to V at the waist.

Display is the Key

All agree that the presentation of T-shirts in accessories departments – the way they are displayed and in what type of space – will be the deciding factor in the final sales figures. For those who do a good display job, it will be great – for those who don't, T-shirts will hardly be worth bothering with. The potential is there, *if* management sees it and plans for it.

Most important, T-shirts must be shown on hangers by color or style story. The customer must be able to touch and examine them. If they're in packages or under glass, they're not going to sell well. They must be given enough space, either counter or floor, to attract the attention of customers passing by.

The thing to remember is that like other fashion accessories, they are very important impulse items. Tuck them away into drawers and under counters, or put them on a table where they become quickly jumbled and messy, and they will not realize their potential as impulse sales items.

"The amount of business possible in the accessories department is amazing, and it varies a great deal from store to store," says Joe Cardiello. "About 80% of T-shirt sales are impulse, so display is the key. When the accessories merchandise manager is vying for more space and display fixtures, he/she should compare his department to the stores that are most successful in accessories. This will reveal that the most profitable accessories departments are the ones that have good display fixtures and enough space."

Alex Coleman of Ben Goodman concurs. "It's all plus business, and display will be the key. Accessories departments have not done an outstanding job in display, but if they want to sell T-shirts, they must have racks; they must adopt sportswear methods of hanging shirts.

"For example, a small table-top T stand will hang 12 different shirts," he continued. "And mannequins should be used to show coordinated T-shirts and scarves."

"Accessories departments are building hanging fixtures," added Saul Shulman. "Otherwise they won't get anywhere with T-shirts. They must be housed properly."

Dressing rooms should not be necessary, as most shoppers are accustomed to the small-medium-large sizing and know their size. A woman will usually purchase a T-shirt in the accessories department without trying it on, but if there is any doubt, she should be invited to take it to a nearby dressing room to try on. Accessories departments should not lose sales in this area by having a sales clerk tell the customer there's no place to try the T-shirt on.

So, go to it and go after the spring-summer T-shirt business – display them creatively and it will pay off beautifully in the long run.

News & Notes

RETAIL EXECUTIVE CHANGES

CALIFORNIA

San Francisco. Karen Tobin has been promoted to buyer of accessories for Joseph Magnin. She replaced Fran Christy who continues to buy blouses and adds sweaters and knit tops.

Hayward. Albertine White has joined Mervyn's as director of merchandise development, a newly created position.

COLORADO

Denver. David Neusteter, vp and mdse mgr. of couture and better fashions for Neusteters, has added the merchandising of accessories, intimate apparel and bath boutique. Robert Cohan, buyer of cosmetics, hosiery and gloves, has added duties as merchandiser of these areas.

ILLINOIS

Chicago. Ann Bromley has been promoted to buyer of gloves, scarves, rainwear and handkerchiefs at Marshall Field & Co. She succeeds Marilyn Textrum who is now buying table linens, replacing Alan Hedges, who resigned.

Chicago. Barbara Borchert will be buying accessories and misses and junior coats for Baskin's.

LOUISIANA

New Orleans. Nancy Gericke, former asso. buyer for D.H. Holmes, has been promoted to buyer of junior accessories, succeeding Brenda Nones. Ms. Nones will now buy fashion accessories (neckwear, umbrellas and handkerchiefs) replacing Virginia Smith, who is retiring.

MASSACHUSETTS

Boston. Victor Baer, vp and gen. mdse

mgr. of mens, womens and childrens apparel and accessories for Jordan Marsh, is retiring the end of the month. No successor has been named.

MICHIGAN

Detroit. Theodore A. Bintz, Jr., former sr. vp and gen. mdse mgr. of the Rainbow (Budget Store) Div., intimate apparel and accessories for J.L. Hudson, has been named sr. v.p. and gen. mdse mgr. of the Gen. Div. (mens, boys and childrens wear, fabrics, cosmetics, stationery, books and luggage). He succeeds Peter D. Culbertson, named sr.v.p. and gen. mdse mgr. of intimate apparel, accessories and ready to wear.

MISSOURI

St. Louis. Jay E. Salzman, vp and gen. mdse mgr. of mens and boys wear, intimate apparel, piece goods, smallwares, cosmetics and fine and antique jewelry for Famous-Barr, has resigned effective February 1st.

St. Louis. Dennis B. Johnson, former div. mdse mgr. of domestics and housewares for Famous-Barr, has been promoted to v.p. and gen. mdse mgr. of intimate apparel, smallwares, piece goods, cosmetics, fine and antique jewelry.

St. Louis. Edward P. Swiney, Jr. has been named manager of Gucci of Plaza Frontenac.

NEW JERSEY

Morristown. Jeff Levy, former president of Levy Bros., Elizabeth, N.J. has joined M. Epstein, Inc. as divisional mdse mgr. of accessories and girls wear (infants to pre-teens).

NEW YORK

New York City. In a major realignment

(continued)

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Burlington offers a new exciting spring selection of leisure handbags made to order for the fashion-oriented ladies. Shown below are several styles that we think will capture your customers' hearts.

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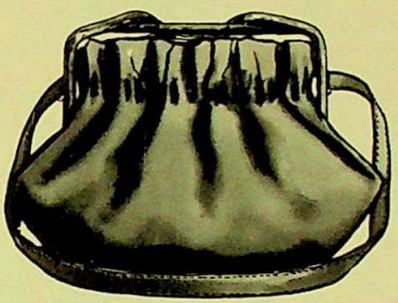

Beautiful linen bag with tortoise frame and print lining that reflects a subtle charm.

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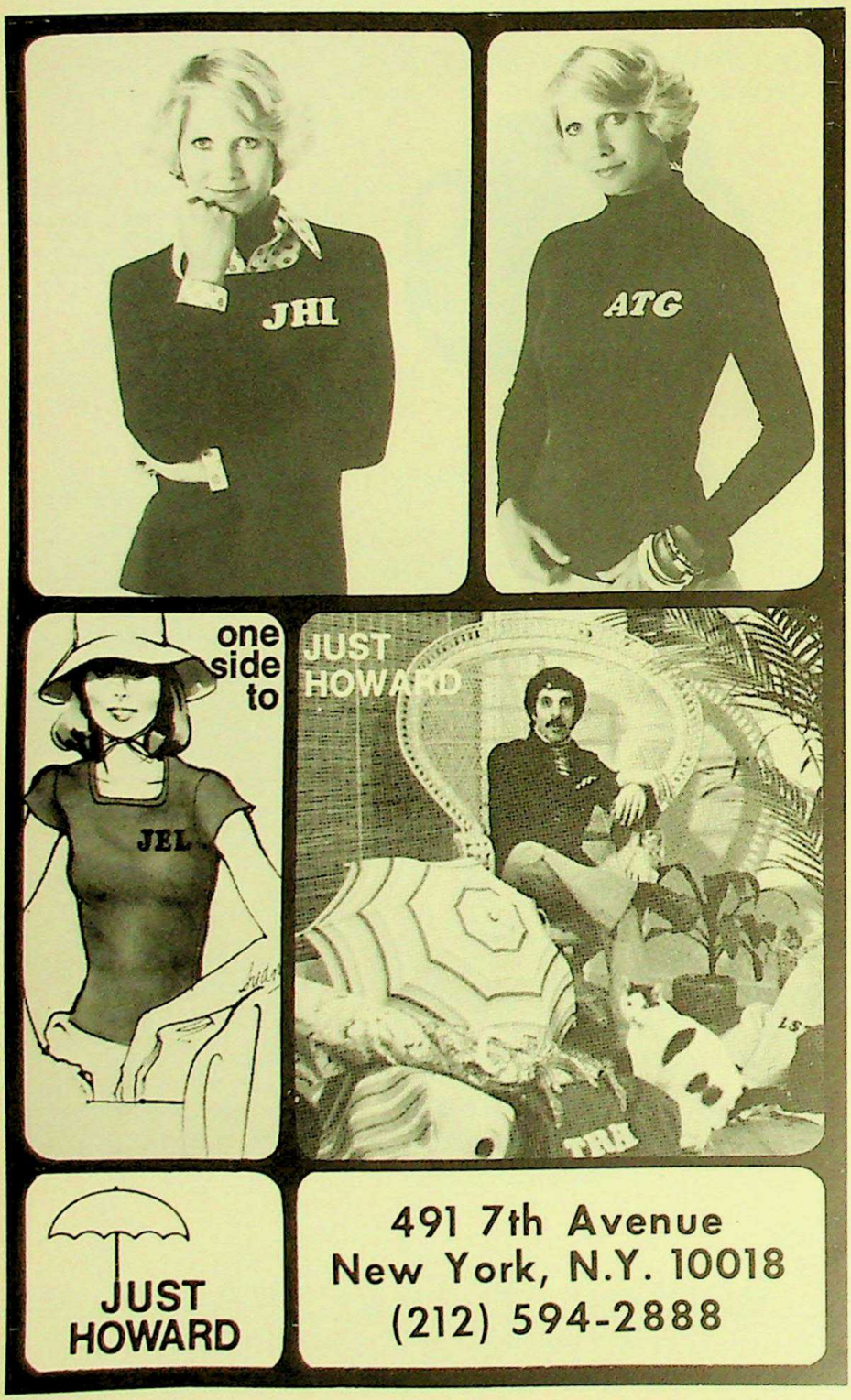
News & Notes (continued)

of merchandising responsibilities at Lord & Taylor, the following have been named: Norman Polonofsky, former vp and mdse mgr. of accessories, has been named vp and gen. mdse mgr. of womens sportswear, intimate apparel and cosmetics; Thomas N. Timen, former mdse mgr. of accessories at Gimbels-New York, will join Lord & Taylor as vp and gen. mdse mgr. of accessories and junior wear.

New York City. Richard Bain, buyer of junior sportswear pants for Ohrbach's, has been named a mdse mgr. at the Westbury branch, covering dresses, coats, sportswear, accessories and cosmetics.

New York City. Jack Carpien, asso. mdse mgr. and buyer of neckwear, gloves, sweaters and toiletries, has added the buying of leisure suits, belts, jewelry and hats for National Shirt Shops.

there's more than just . . .



New York City. Arthur Blutman, vp and mdse mgr. of the Budget Div. at Mutual Buying Syndicate, is joining Associated Dry Goods Corp. as mdse mgr. of the childrens div. and downstairs store. He will succeed Charles Hopson, who will assume the new post of mdse mgr. of fashion accessories, intimate apparel and smallwares.

New York City. Michael Friedheim, v.p. and mdse adm. of ladies accessories at Macy's New York, has resigned and will join the Chess King mens apparel chain in Worcester, Mass.

NEW YORK

Rochester. Patricia Durham, former branch store selling mgr. for Sibley, Lindsay & Curr, has been promoted to buyer of misses budget and daytime dresses. She succeeds Dominick Salerno, who will now buy neckwear, gloves, and rainwear.

Buffalo. Anita Endres has been named buyer of costume jewelry at Hengerers, replacing Linda Jackson who has resigned.

NORTH CAROLINA

Charlotte. Jim Willson, former buyer of handbags and hosiery for Ivey's-Carolinas, has been named div. mdse mgr. of accessories.

OHIO

Dayton. Barry Miller, former senior vp and gen. mdse mgr. of fashion apparel at Sanger-Harris, Dallas, has joined Elder-Beerman Stores Corp. as executive vp for merchandising and sales promotion, a new post.

Dayton. Kathy Berlin has been appointed buyer of girls accessories and sleepwear at Rike's.

PENNSYLVANIA

Philadelphia. Joseph J. Lafferty, former div. v.p. and mdse mgr. of fashion accessories, cosmetics and misses sportswear at John Wanamaker, has been elected v.p. and gen. mdse mgr. of all fashion divisions, including ready to wear, intimate apparel, accessories, cosmetics, mens and childrens wear.

VIRGINIA

Norfolk. Kurt M. Rosenbach has been named chairman of the board and Edward I. Nagourney has been named president of the seven unit Rices Nachmans group headquartered in Norfolk.

WISCONSIN

Green Bay. Robert Patterson, former div. mdse mgr. of budget store ready to wear for J. L. Hudson, Detroit, has joined the Prang-Way Discount Stores as div. mdse mgr. of accessories, intimate apparel, infants and childrens wear.

MANUFACTURERS

Mark Rudolph Inc. (Beged-Or Handbags), manufacturers and importers of handbags and leather goods has opened a new plant/warehouse and showroom at 2583 W. Sixth Lane, Hialeah, Florida 33010.

Richton International Corp. has promoted five executives: Stanley J. Leifer has been named senior vice-president, John K. Kabay has been promoted to vice-president and controller. Norman S. Kaplan has been named vice-president. Alfred M. Plato has been promoted to vice-president, and continues as managing director of Corocraft, Ltd., London. Eugene E. Stone has been named president and chief operating officer of Don Rancho, Inc., Ontario, Calif, a wholly owned men's wear subsidiary.

Castle Cliff Jewelry Co. has announced the appointment of James Baar to national sales and merchandise manager.

Jack A. Levin & Associates, Inc. is offering a complete boutique package—St. Honore, for retailers. The package contains fine and fashion jewelry and accessories, layout, fixtures, set-up, buying and merchandising. A 1500 square foot demonstration unit has been constructed in Lobby A of Los Angeles' California Mart. The boutique package can be obtained for an initial order of $50,000 of merchandise at retail, plus fixtures.

Danecraft recently announced their new lines of sterling silver with a reception at the Sheraton Russell, New York.

A collection of three variant styles was introduced: Living Silver, a sculptural, free-flowing style, sometimes known as "body jewelry", with a high polish; Calise, a geometric collection of non-tarnishing squares, oblongs and rectangles designed by Franchesco Calise of Danecraft; and Hammered, a buffed rather than polished silver with a raw patina that is softly hammered into curves, sheets and cuffs.

Danecraft, one of the largest silver jewelry firms in the country, has a showroom at 366 Fifth Avenue.

Coach Leatherwear has combined showroom and boutique at 19 Rue Mazarine, Paris, called Carel Faila. The boutique is also used for other retailers who are buyers of Coach handbags.

The **Simon Straw Bag Line** by Mister Ernest is now being shown in room A-1053 in the California Mart, 110 E. 9th St., Los Angeles, Calif.

Victor Primavera, Jr. president of **Danecraft Jewelry,** Providence, R.I., has announced the appointment of Mike Schutze as national sales manager.

Riviera Trading Corp. has appointed Matt Shaw executive vice-president. Riviera Trading Corp. is a manufacturer of sunglasses and hair ornaments.

Trio of California has opened a New York office at 347 West 5th Street, New York, NY 10006. For an appointment, call 516-432-9524. Trio's showroom is in the Los Angeles California Mart.

Makins Hats has moved its showroom and factory from 62 W39th Street to 21 W39 Street, New York.

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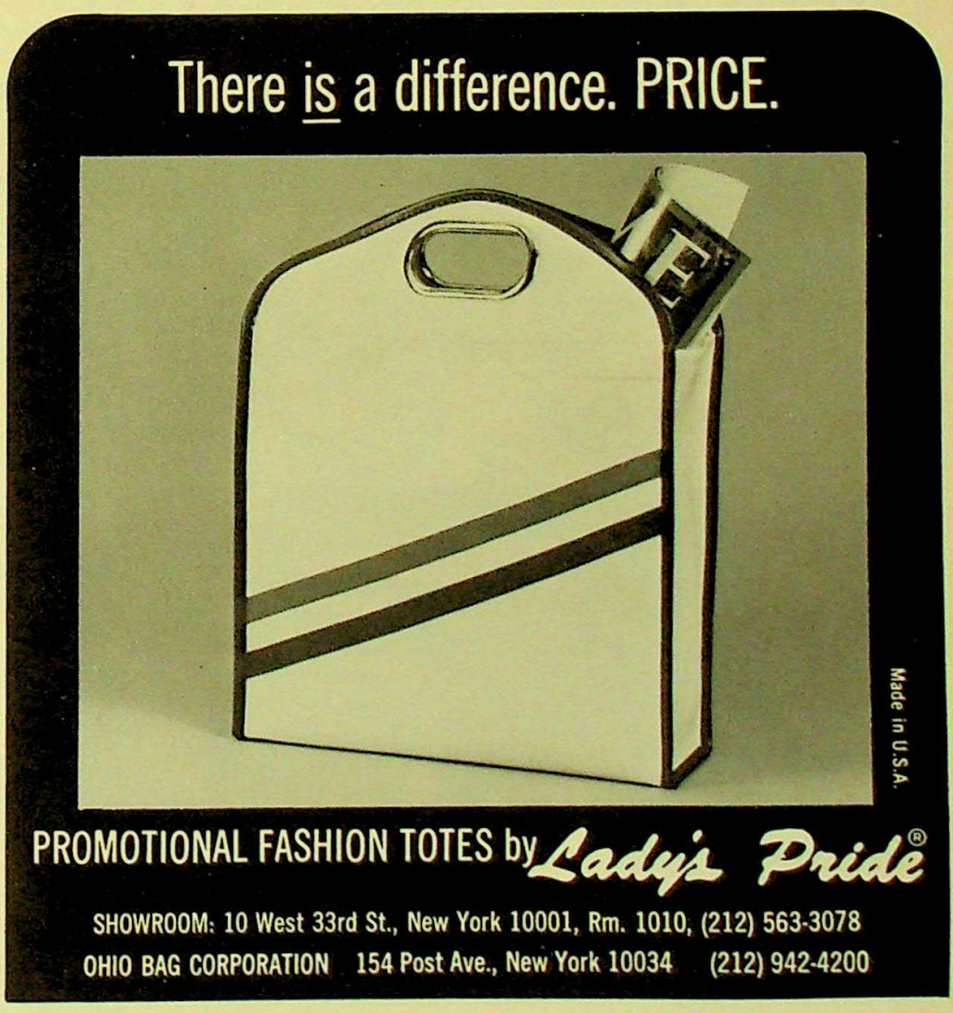
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News & Notes

(continued)

Using the U.S. Countervailing Duty Law as its vehicle, the Ford administration recently levied an additional 14% duty on Brazilian leather handbags. The additional 14% is to be coupled with a present tariff of 10% and is one of the heaviest import levies ever to be imposed under the 80 year-old law. Speculations are that the new duty could raise retail prices between $2 and $5 per bag this fall.

The handbag industry in Canada is suffering from low-cost imports. Jack Golfman, president of the Canadian Handbag Manufacturers' Council stated that approximately one-third of all imported handbags shipped to Canada in the first nine months of 1975 were from Korea. The wholesale cost of a Korean bag (including the present tariff) is about $2.78. The average Canadian bag, however, wholesales for approximately $6. Both manufacturers and workers are appealing to federal officials for higher tariff rates.

Dover Handbag Co., Inc. has announced the following executive changes: Marvin Levinson, vice president and sales manager; Rose Sachs, vice president and controller; and Eric Sporn, vice president and assistant to the president.

F. I. T. is repeating the course in Handbag Design & Patternmaking this spring, under the direction of Lou Nathan. Contact the National Handbag Association, 347 5th Ave. for information.

New members of the **NHA** include: Sam's Hide, 1452 East Ninth Street, Pomona, Ca. 91766, Majorette Handbag Co., Inc., 109 West 24th Street, New York, NY 10011, and Ador Die Cutting, 470 Flushing Avenue, Brooklyn, NY 11205.

RETAILERS

Mark Cross has leased commercial space in the recently completed Olympic Tower, a 52 story building on Fifth Avenue, extending from 51st to 52nd streets. Mark Cross Co., Ltd., is leasing 7500 square feet of space on three levels at an aggregate rental of $5,425,000 for 21 years.

FINANCIAL

Sage-Allen & Co., Inc., Connecticut's largest specialty department store organization, reported that net income for the third fiscal period ended November 1, 1975 rose to $160,595, or 21 cents per share, while sales of $8,641,257 were the highest for any like period in the company's history.

Herbert H. Schiff, president of **SCOA Industries Inc.,** reported record third quarter sales and earnings. Earnings for the quarter increased to $1,906,000 or 57 cents per share from $1,075,000 or 32 cents per share, and sales rose to $131,712,000 from $114,447,000.

Both sales and earnings of **Simco Stores, Inc.** declined for the first quarter ended October 31, 1975, according to Milton Simon, president. "The unsettled economic climate depressed sales and earnings," said Mr. Simon. "Additionally, sales of fall footwear were adversely effected by the unseasonably warm weather." Simco is hoping for better days ahead, however, and the opening of the new Philadelphia store and an increase in November sales may substantiate that hope.

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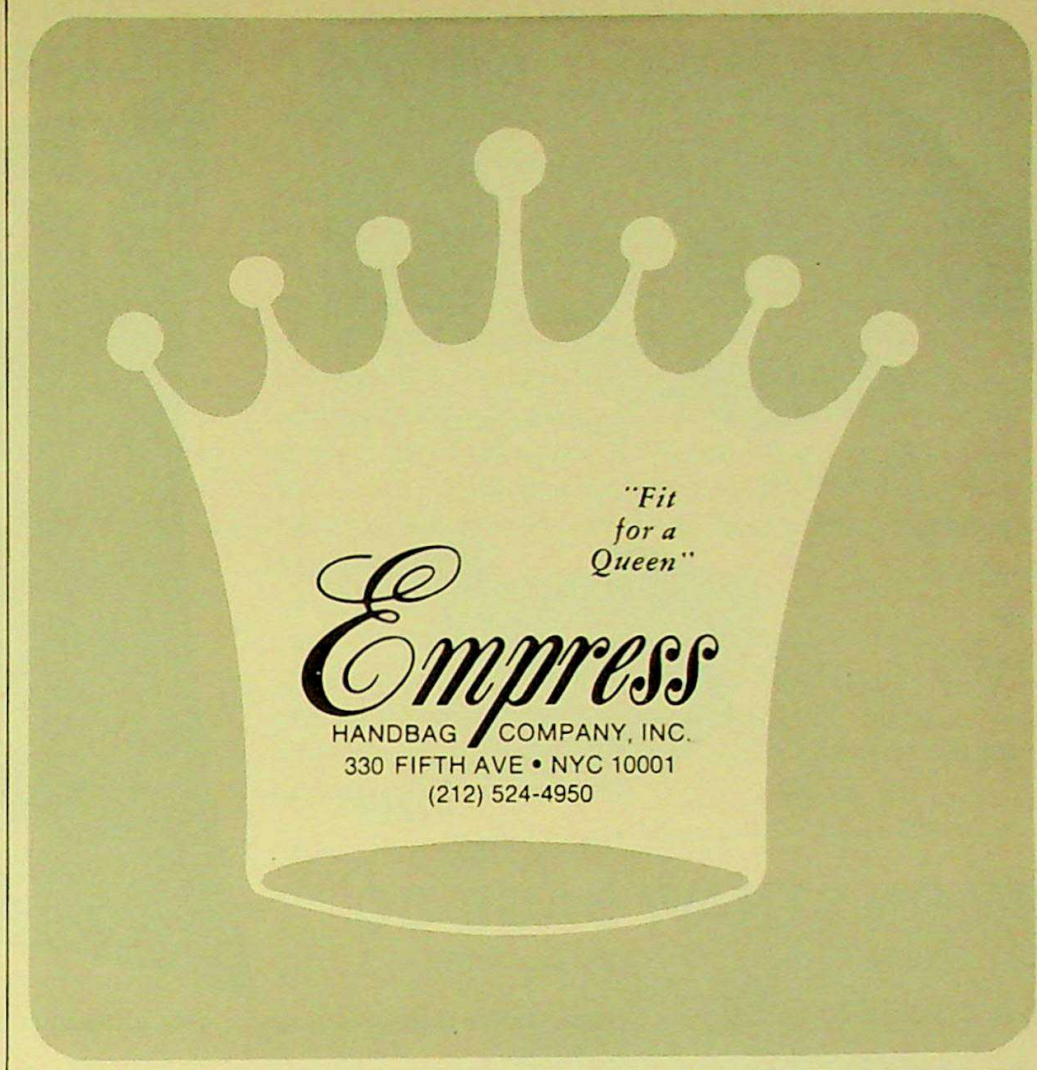
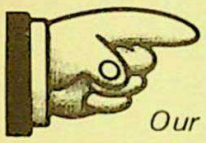
SUPPLIERS

Premier Metal Specialties, an affiliate of F. Ronci Co., has purchased Rau Findings and will operate the company from its 50 Aleppo St., Providence location. Premier will be operated as an independent company manufacturing closures and decorative trims for luggage and handbags. Ray DePetrillo Jr., a former member of the F. Ronci Co., has been named president.

Slipping shoulderstraps? **Invention Marketing Inc.** is presently offering a new device, worn on the shoulder of garments, which prevents sliding shoulderstraps. Details may be obtained by contacting: E. Friedman, Invention Marketing Inc., 415 Smithfield St., Suite 205, Pittsburgh, Pa. 15222

Textile Machinery Company, 915 Broadway, Kansas City, Mo., is the new sales agent for **Cutting Room Appliances Corp.,** 70-01 51st Avenue, Woodside, NY. The sales area will cover the states of Kansas, Nebraska, and Missouri (west of Springfield).





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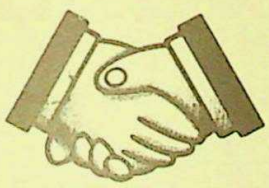
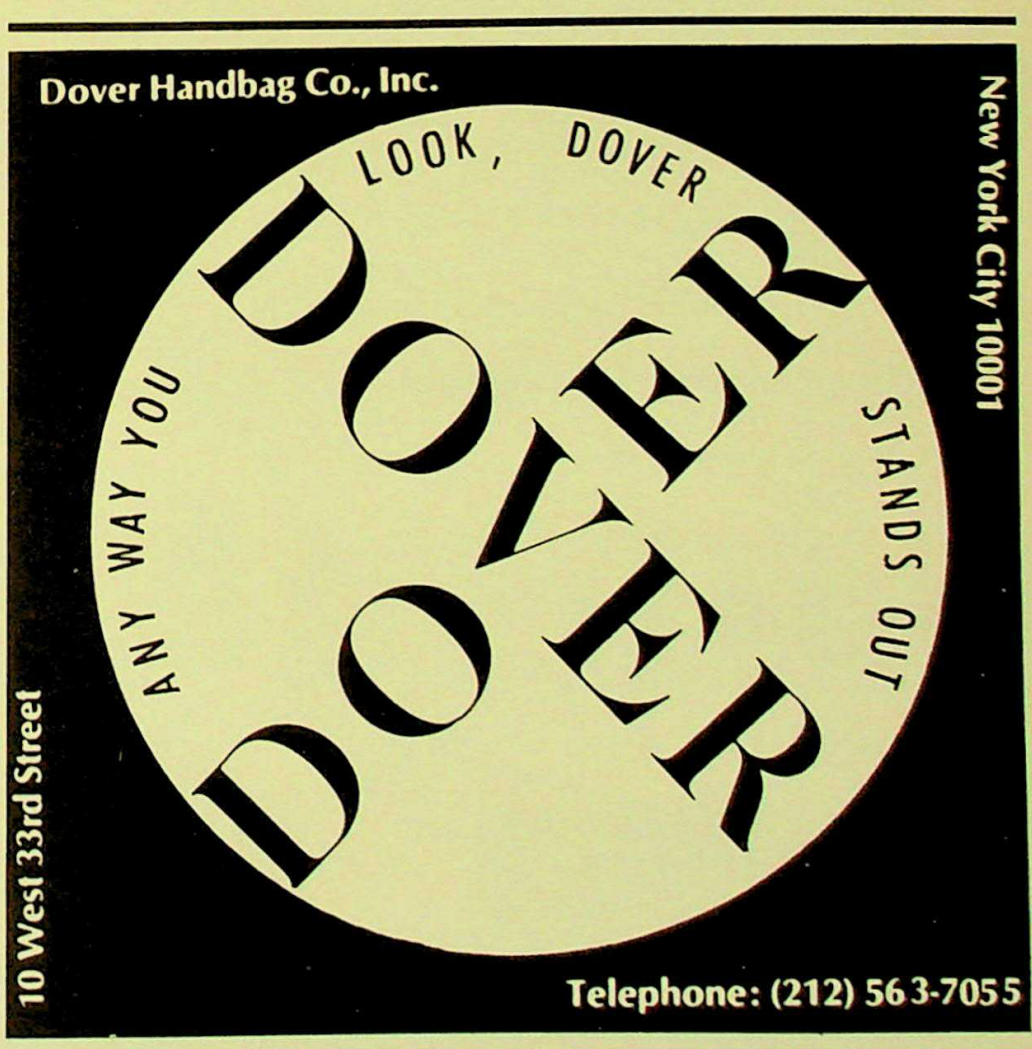


WE'RE IN THIS TOGETHER !

Write: Renee Brown Prowitt,
Handbags & Accessories,
80 Lincoln Avenue,
Stamford, Conn. 06904



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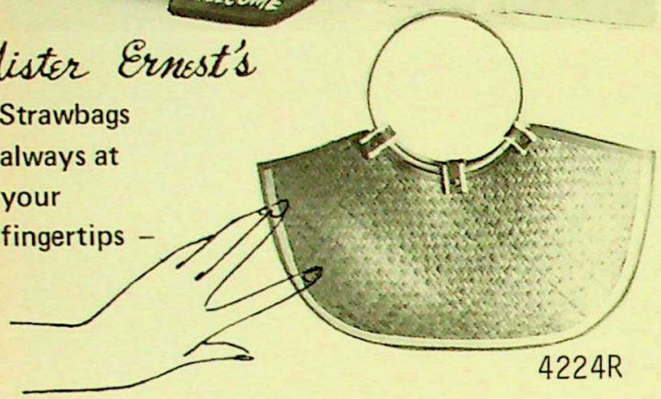

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Handbag Design Winners Announced

Here's one company that is actively doing something to encourage creativity in our industry. See last month's editorial (H&A January). Accolades for Walborg!

Winners in the handbag design competition jointly sponsored by Walborg Corporation and the Parsons School of Design, have been announced.

The competition, which was conceived to encourage young American design talent to enter the handbag field, was part of the senior class program during the first semester of the 1975-76 school year. It was concluded at the end of that semester with students submitting handbag sketches in three categories — casual daytime, daytime, and evening — submitted by members of the senior class for judging by a panel of well-known fashion industry figures. A winner was selected in each category — plus a fourth which was decided upon during the judging.

The judges were Jerry Blum, vice president of advertising, display and promotion for Lord & Taylor; Marjorie Deane, chairman of the board of Tobe Associates; William MacElree, director of fashion merchandising for I. Magnin; Dawn Mello, vice president and fashion director of Bergdorf Goodman, and Oscar de la Renta who designs a collection of handbags for Walborg Corporation.

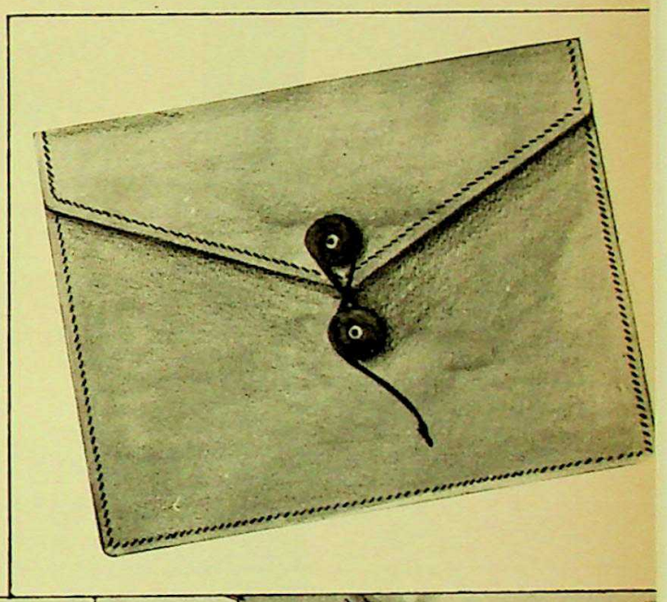
Two categories, casual day and evening, were won by the same student, Nancy Rosen. Patricia Pastor was awarded first for her traditional day bag.

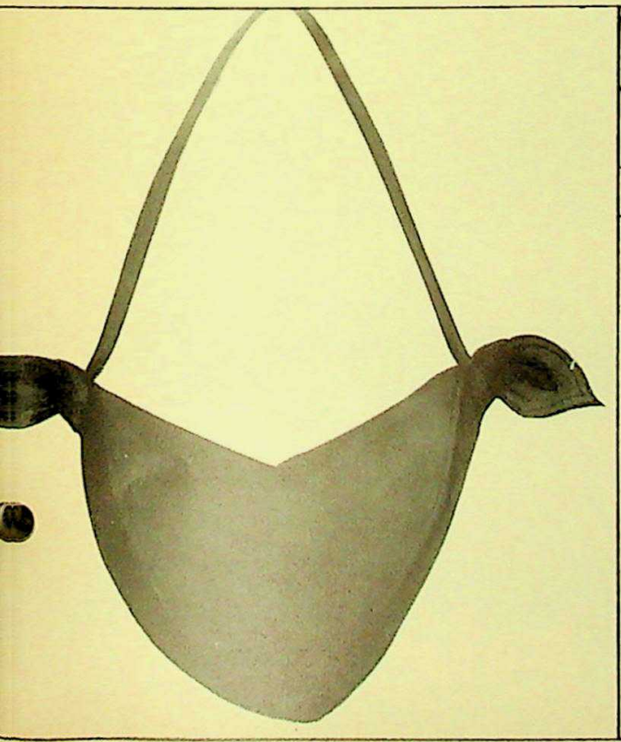
Because of the uniqueness of many of the designs submitted, a fourth category, novelty handbags, was added at the actual judging. Winner in this category was Michelle Hollingsworth. Each of the four winners will receive an award of $250.

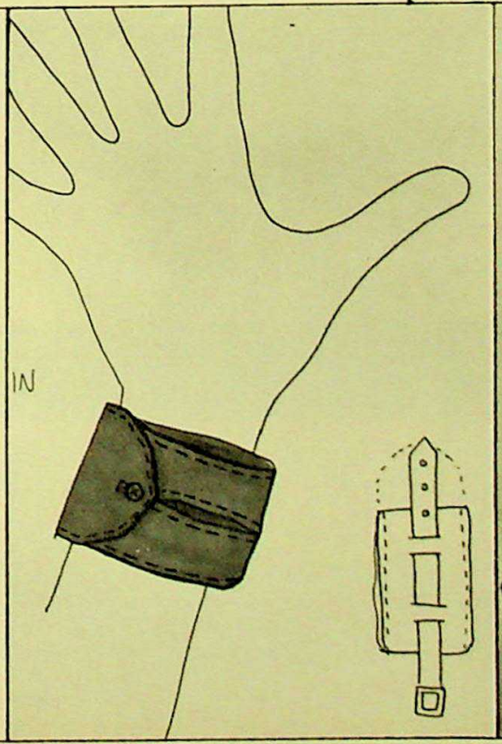
The four designs selected by the judges and supplemented by others chosen by Walborg Corporation will be manufactured. These handbags will be presented to retailers throughout the country for the Fall 1976 season as a capsule collection entitled "The Parsons Collection for Walborg."

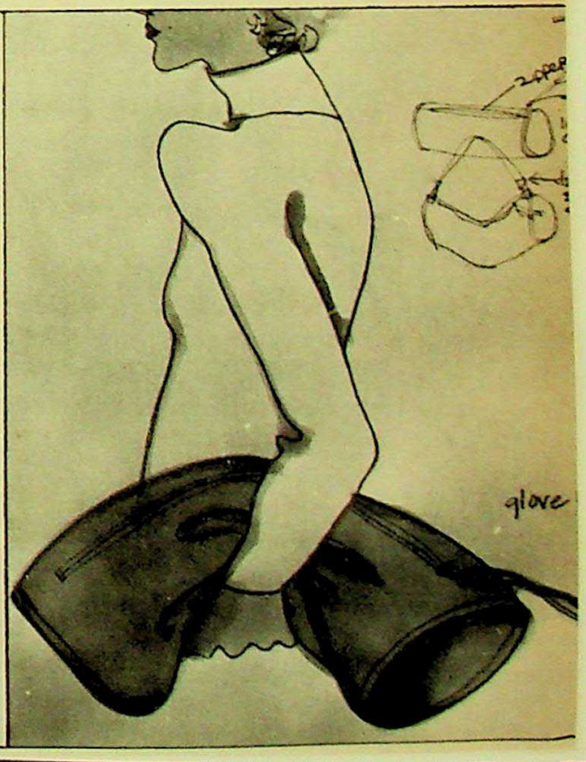
Overall, approximately 300 designs were submitted by the Parsons senior class, with students frequently submitting multiple designs in several categories. Many of the designs were excellent, and competition was keen, according to Norman Barnett, president of Walborg, a Rockley Group company, and Ann Keagy, chairman of the Fashion Design Department of the school. Both sponsors felt that the quality and number of designs submitted indicate a new interest in handbag design, a field relatively unexplored by students of fashion design.

Because of its interest in encouraging American talent both in the handbag industry and throughout the entire fashion industry, Walborg, in addition to its co-sponsorship of the handbag design competition, also presented to Parsons a full scholarship to be awarded by the school on the joint basis of merit and need.









The winning designs: Right, manilla leather envelope trimmed with rust, by Patricia Pastor. Below, left to right: glove leather evening design, Nancy Rosen; novelty winner by Michelle Hollingswroth; leather barrel shape with detachable shoulder, Nancy Rosen.

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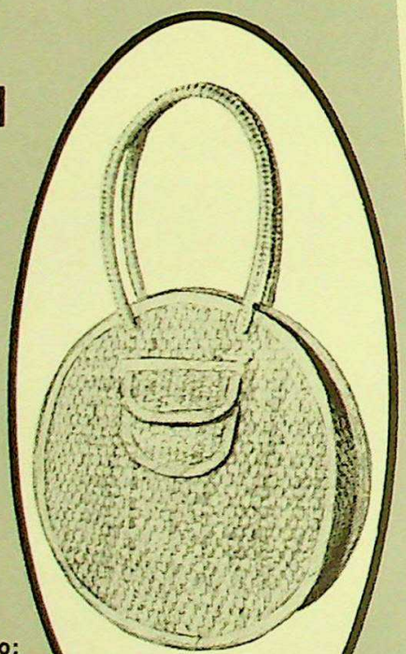

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Midwest Report

(continued from page 6)

continue shopping our store, it's necessary to give them good merchandise at a fair price that is fashion right. That includes a wide selection in all categories."

Betty's goes a step further, however, as Bob Nanberg, vice president and general merchandise manager, comments: "This also includes a series of sales run at timely spots during the season, not only June and January. This allows the store to always display fresh merchandise." (February features a bikini sale.) "After all, merchandise is not like fine wine, it doesn't improve with age," summarizes Mr. Nanberg. And if you want the meter reading of Betty's sales, they are stand-in-line affairs that help contribute to Betty's overwhelming popularity.

Some of the seasonal wavelengths include nostalgia niceties—bare midriffs and halter necklines. Other categories count the gauzes in shirts, big tops and beach cover-ups. The biggest story, however, remains the tiny T. Whether short-sleeved, tank-topped or musclebound the T-shirt is number one in cotton-knit. Spots of stretch-terry in crayon colors will brighten up the beach scene along with halter/shirt sets and scenic prints.

Belts at Betty's lean heavily to the naturals. Macrame and woven ropes with wood toggles reappear this season along with the cinches—stretch puckers and nylon spandex with metal clasp. An interesting phenomenom that will continue through warm weather is the saleability of the ½" and 1" clear lucite belt. Carved belts have their share of fans and all are priced from $2-$7. Philadelphia Rapid Transit is one company that is "right on" with Midwest buyers.

Scarfs are in keeping with fashion at a value and business is strong in this area particularly with a healthy stock of bread and butter rayon acetates in prints and solids for head-wrapping and neckwrapping. (From Baar & Beards, Vera and Nashaar Frères.)

Handbags do not reflect the tiny to oversize fashion spread; rather, a comfortable, usable medium-sized flapover, zipper or snap closure pouch. A good selection of tailored leather cowgrain and softies mix with Mediterranean carved handbags, homespun woven with fringe and cotton quilt portholes. Newness centers on the Mexican serapes and the bright colors of the canvas in gold, green, pimento red and spiced apple. Davey's, Contessa and Cobblers Classic are some sources in this $8-$22 range. Mr. Nanberg forsees the return of latigo in reverse latigo because of its durability—carved bags are still good sellers at Betty's and he feels latigo was too hot to die forever. Whether they do or not remains to be seen, but one thing you can be sure of—Betty's knows how to keep customers coming back with their crowd-pleasing philosophy.

Last season ended with the big look—a slouch, roomy, loose fitting smock, pullover or shirt jac. Whatever you call it, this oversized shirt is back again according to Paddor's sportswear buyer, Les Tursky. Anything that ends the season

A "Can You Top This?" story at Betty's of Winnetka.

strong begins the season, and March finds the holdover biggies belted with rope or cinch belt or knotted in front and tied over a tank top—continuing the "put on" look of the wrap sweaters. Stripes promise to be one of the strongest patterns especially in the India gauze—the weave of the fabrics giving a soft multiple Missoni effect. As mild weather continues, this results in pastel palettes of melon, pink and light blue.

Knit tops become a lot more sophisticated in a new type of winning T-formation. Look for the knit T-shirt to be coupled with gauze, lace and embroidery in cotton blends, cotton and acetates. The T with the overshirt will blend rather than match this time around and art deco wanes in favor of continuing scenics, people and geometrics. Wayne Rogers subtle print shirts and crinkle cottons and Nik-Nik shirts provide prestige along with tops selling from $7-$25 and woven gauze shirts in the $11-$36 range.

Paddor's in Woodfield Mall has just installed a new floor scarf rack that holds approximately two hundred scarfs, and Mr. Tursky remarks that they are hot sellers—never staying on the rack long enough to breed familiarity. Positioning their stores in high volume traffic areas such as Woodfield and Evergreen Plaza has helped Paddor's to become sharper merchants. (They shop the market closely and more often—New York ten times a year and California three times).

Kurt Rothschild's fourteen years experience representing top handbag lines in Chicago is evident in his own spring line of vinyl flow-molded polyurethane and woven-leather look alikes. Retailing from $15 up, these short shoulders (or adjustable shoulders) are in spring hues of bone, camel, straw and celadon as well as red and navy. Besides the vinyls, four styles in smooth black patent are available along with a prepack of four young leathers for the juniors (envelopes with adjustable shoulders).

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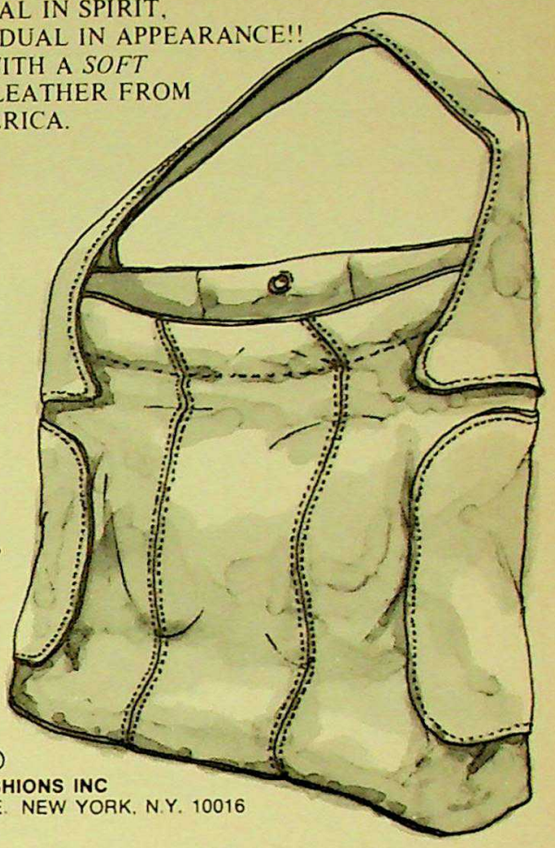

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New England Report

(continued from page 6)

This enthusiasm will be felt in all eighteen Touraine stores this spring. Complex fashion accessory departments, once relegated to the rear of the store, will move up to the front entrance. The focus will be on an area design incorporating a "total picture" for the customer. Spring shoppers at Touraine can expect to see beach wear, rainwear, scarves and handbags in theme settings. As part of the total look, Touraine plans a spring waterfall of accessories in a rainbow of colors. Slickers in blue, yellow, pink and green will pair with umbrellas, vinyl and cloth rain hats and rain scarves. Denim rain wear will match canvas bags. And, 70 percent of this area will be straw and natural fabrics.

Ms. Bradford confirms that straw and canvas will be very important this spring in New England and will begin selling earlier because the new fashion colors (olive, rust and earth tones) will be able to carry through longer. Big canvas body bags trimmed with leather, rope, beads and pits from Italy will be coordinated with hats. For evening, straw, leather and canvas clutches will be very big. The "ethnic influence" will be felt in serape fabrications in bright colors. Large beach bags in canvas and even quilted fabrics will be really "hot" items this summer. Jute handbags trimmed with leather will complete the "au natural" look in accessories.

Shawls and scarves will be *the* fashion accessory once again in an exciting array of styles and colors. The ultra-feminine lettuce-edged and short lettuce-edged scarves will make real fashion news and the small (24-inch) and large (27-inch) squares will hold their own as will the oblong shapes. Gauze will be the most important fabric for shawls and scarves and will proceed to polyester and silk blends in a spring of "brights and lights," according to Ms. Dondis. The 27-inch triangle will be really big in prints and solids especially in green, yellow and red. The stock tie with lettuced edges creating a soft, feminine look will be tied around the neck. Jute, hemp, straw and leather belts will be given a natural treatment and promise to be very popular especially in ½ – ¾ inch widths.

In jewelry, it will be an "early white spring" in Boston, according to Julia Klein, jewelry buyer for Touraine. She feels that with white selling even now it will prove to be most important later on in the season. Natural wood beads and puka shells will hold their own and sterling silver will continue to be stronger than ever with more design variations.

Pappagallo, located in the new Crimson Galleria in Harvard Square, carries a selection of imported shoes, bags, jewelry, scarves and clothing as well as their own line. In a brightly colored setting of orange and rust, merchandise is literally draped over every available space, creating a feeling of warmth and abundance. The trend towards a year-round canvas market is apparent with canvas bags selling "even now and as fast as leather," according to Amy Kohn, manager. She sees canvas and sporty leather shoulderbags ($20-$56) doing well for spring in luggage and deep rust tones. The clutch in rust and natural shades will do well for evening. The ever

popular Bermuda bag ($6-$16) with interchangeable covers is featured at Pappagallo.

Scarves are the biggest fashion item with silks and polyesters in prints and solids ($4-$10) moving very quickly and cottons in "Indian fabrics" ($7) also doing well.

Fourteen-karat gold and sterling silver jewelry from Elliot Designs ($5-$100) are carried exclusively in Pappagallo. Leather sash belts with interchangeable buckles and straps ($3-$4) in a rainbow of colors are moving fast and the obi belts in straw and jute should carry right through the summer.

Brightly colored linen smocks, a Pappagallo trademark, in yellows, blues, pinks and greens will add to what promises to be a spring blooming with color and excitement.

Southeast Report

(continued form page 6)

to offering a variety of accessories lines, Total Accessories, Inc. aims to provide stability and extended coverage to the southeastern buyer. "Buyers today are laying out shorter programs of three to five weeks that require more frequent and steady coverage by salesmen," explains Mr. Wadler. Complete coverage in the case of Total Accessories, Inc. includes an expanded sales force and permanent showrooms in Atlanta, Charlotte and Miami.

The Total Accessories partners report indications of another excellent white vinyl year in the southeast. White in leather goods shows some movement but customers continue to ask for lower-priced handbags when buying white. Canvas, soft straws and natural fabrics are the next best selling categories in handbag sales for spring and summer. Top-selling straws are in flat body shapes in cotton crochet and banya cloth. Jute trim, soft, flat, casual constructions, top stitching and natural color tones are popular features. A typical winner is Garay's leather bucket with jute trim, jute shoulder strap and stitched detail ($11.00). Reactions are also favorable to Jaclyn's Buk-skin styles, offering soft construction and top stitching in a $7 to $12 retail price range. Carpetbags' cotton crochet tote sports jute ring handles and jute trim.

The Wolf's note, however, that amidst the continuing demand for the soft, casual, unconstructed handbag, there is a growing interest in the "ladylike" bag. Customers from Virginia to Florida are requesting a constructed, compartmented, dressier bag in all price ranges.

The scarf story is cotton in the 22" to 27" square. Total Accessories' signature scarf lines are selling as well in earthtones, pastels or vivid colorations. Red, white and blue combinations are traditionally good sellers but may show exceptional strength in this bicentennial year.

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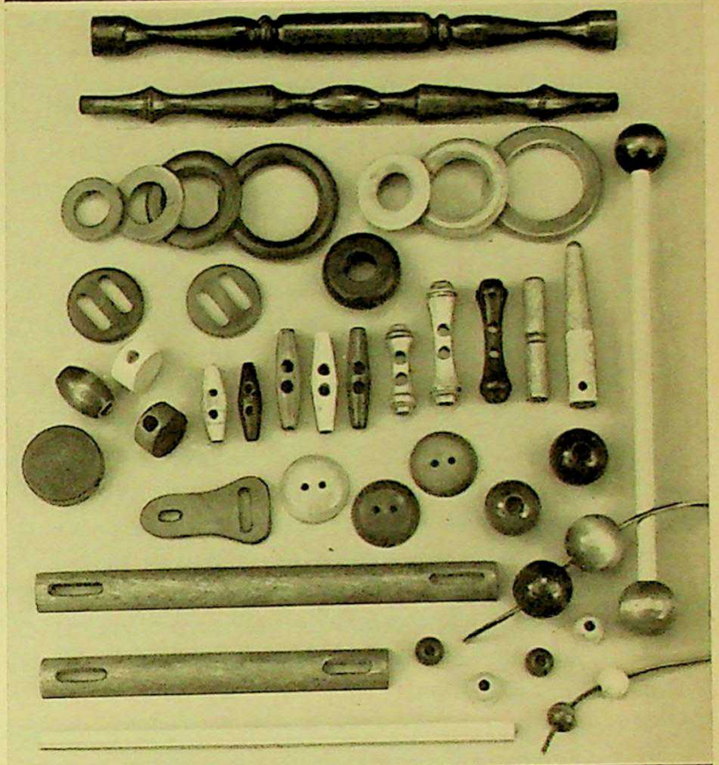
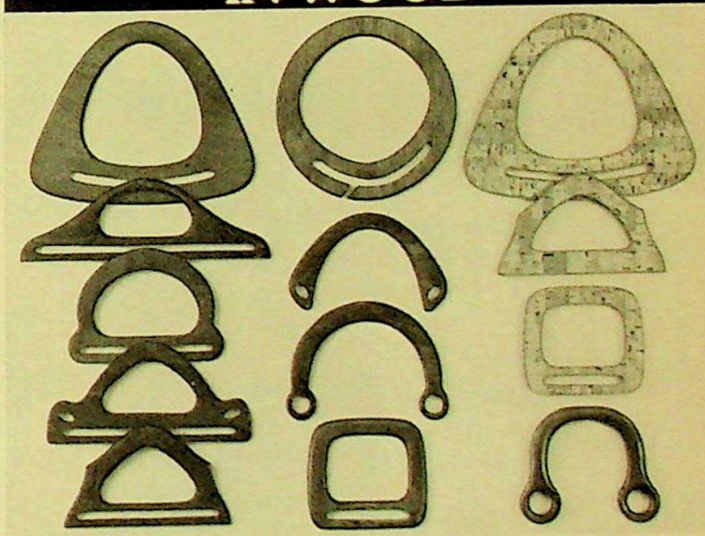
Trend... RINGS 'n THINGS IN WOOD



HANDBAG HANDLES IN WOOD



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(continued)

Strongest contenders in belts continue to be in the natural groups with jutes in the number one position, followed by cordette (a woven cord look) and naked leathers. Many stores are buying cordette belts as coordinates to raffia straw and macrame handbags. Best selling naked leather belts feature stitched detail and self buckle in a $6 retail price range.

Total Accessories' jewelry lines are contemporary, featuring unusual rather than basic designs. Best jewelry sales are found in those pieces that are unique in design, composition or pattern. "The 'slinky' neckwire at $16 retail has shown excellent over-the-counter sales strength and is a strong re-order item for spring," said Ms. Wolf. The series of thin gold wires graduated in length gives a delicate bib effect at the neck. The look is more than a nothing chain but still lends itself to spring's gauzy fashions. Bangle bracelet sales are beginning to move ahead in the southeast. Initial strength is in the Florida market with brights and pastels selling, as well as naturals and marbelized naturals.

Handcrafted and sculptured looks in sterling silver are steadily gaining importance. Reactions have been good in either hammered or smooth looks. Earring re-orders include button geometric shapes and hoops.

"Feather jewelry is somewhat of a sleeper," Ms. Wolf observed. Most stores who have bought feathers are re-ordering for spring. Chokers and earrings sell best but more important is that the designs be uncluttered and natural in color and shape. The popular price range for feather jewelry is in the $2 to $10 range.

Southwest Report

(continued from page 6)

approaches. On the right is Patricia; on the left, Cici and Me.

Patricia belongs to Patricia Floyd, a chic and fragile-looking blonde who has just completed two months as owner of her own enterprise, but she comes to this position with five years experience with Dallas clothing manufacturers.

Her bright, airy shop is white-walled, carpeted in emerald green and filled with an abundance of plants. They top the racks, bracket the doors, swing from the ceiling.

She has continued her use of natural mediums in her displays. Trellices climb the walls, frame the windows, are used for displays. Wicker and rattan trays and clay pots hold an assortment of accessories: necklaces, scarves, belts. Wheat straw bouquets contrast with jewelry in display cases. Patricia casually drapes an assortment of handbags over an old hat rack painted white, stores others on shelves that are easily visible the minute you walk in the door.

Bags are either leather or fabric. She has found great acceptance with Playgirl, Baggs, Knapp and Marcus bags. For spring she is promoting natural fabric bags, Knapp Sacs, shoulderbags in Guatemalan stripes, natural canvas bags with caning and basket trim.

"There are many, many apartments near us filled with career girls and working women who are in the 25-50 age group. They are contemporary in their fashion thinking, can

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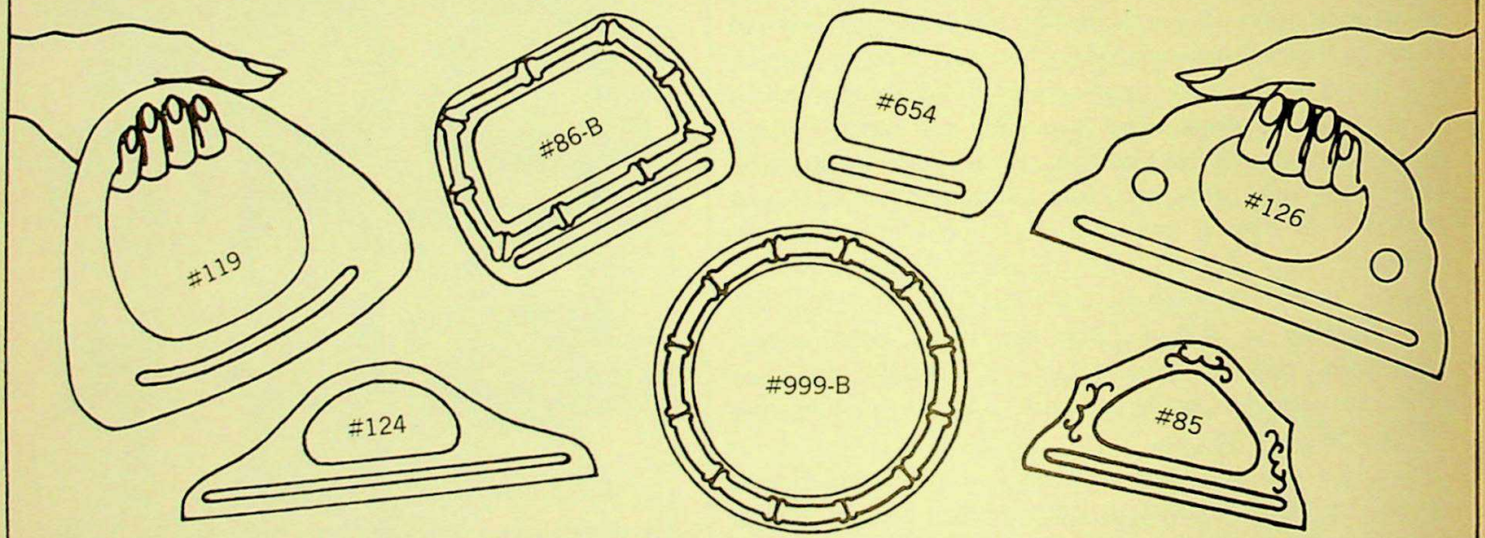

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afford better accessories and will pay for good ones. We are here to serve them," says Patricia.

She has had great success with Anne Klein, Echo and Vera scarves, and also some scarves hand-painted to order by a Dallas artist. These custom-designed scarves are hand rolled silk, retailing for $28 for a 24 inch scarf.

"Sixty percent of our sales include a scarf. When a customer is in the dressing room, we will show her the different looks she can achieve by changing scarves. We sell a lot of basic dresses and co-ordinated accessories to change their mood.

Also utilizing the natural look but in completely different ways is Ceci and Me, now open four months and designed to attract a crowd of junior-size fashionables. Here the look is all gold and brown: gold carpet, wallpaper in gold-background rattan print. Furniture is natural rattan. There are comfortable, cushioned chairs and coffee table for fashion magazines. Wooden racks display merchandise. A canopy effect around the sides of the shop draws the eye upward where coordinated outfits are displayed on cork boards between the canopy and ceiling.

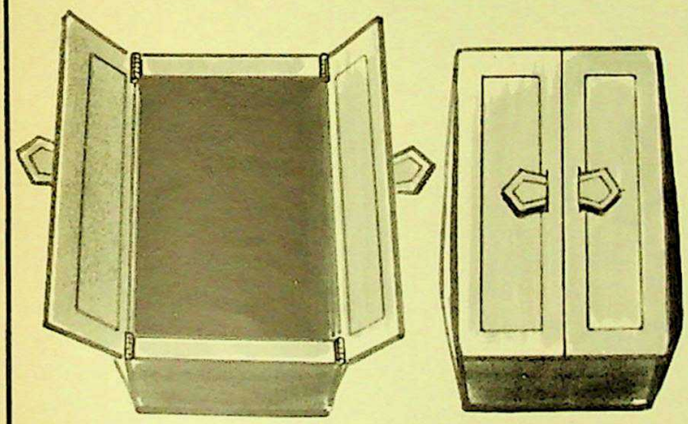
A huge rattan etegère has been utilized for a scarf display: scarves in every size, shape and color are massed together, poked through the cane openings on either side. On the shelves are jewelry, belts and artificial flowers. Rattan mannequin shapes display coordinated accessories. Long gold chains hang from the ceiling, holding coat hangers with a skirt displayed here, a sweater there, yonder a blouse.

Owner of this enterprise is Ceci Lynch, who comes to Dallas after merchandising experience with Brooks Fashion on the East Coast and Saks in Scottsdale, Ariz. For spring, Ceci is emphasizing elasticized cinch belts with overblouses; tie belts, small pins, flowers displayed at the neckline; long scarves drop-tied around the neck or looped around the waist with a flower. Stripes, she says, are fantastic. She expects favorite colors to be peach, yellow, coral, light blue and pale green. The hobo bag in leather was popular in the fall and shows no signs of decreasing, she says. She has good response from Bagetti, Good Goods, Columbia and Asbury Bags.

From Montgomerys Department Store in Fayette, Mississippi, Dot Covington and Julie Spencer report that the lady look will be big for spring. Here, in the deep South, they sell quantities of rose gold jewelry, and find their customers also like mother-of-pearl and the multi-string chains. Summer jewelry, however, will be promoted in displays featuring stark white. White enamel bracelets, hoop earrings and long ropes of beads will be shown.

On the other hand, in Colorado, where the weather story is different, Marion Neff or Marion's Fashions in Fort Morgan, reports that her customers are really into the quilted look. Quilted bags are an important accessory item. "We are going to introduce the leather and burlap look to our customers this spring, and this combination will be an innovation for us. I think our women will like the shorter shoulderstrap look," says Mrs. Neff. She does a good business in Mr. T., Mutterperl, and Deco bags.

"It's an open and shut case!"



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Publications

A new 32-page technical manual, entitled **"The Polyurethane Coatings Book,"** has recently been published by the Polyurethane Specialties Division of Millmaster Onyx. The publication, available at no charge, offers a comprehensive technical treatment of the subject. For additional information contact: F. J. Gasparrini, Millmaster Onyx Corp., Polyurethane Specialties Division, 624 Schuyler Ave., Lyndhurst, N.J. 07071

Retail Electronic Systems, is offering free of charge, a new, non-technical brochure which details an independent retailer's use of available electronic data processing programs to increase sales and profitability. The brochure documents RES's position in the field of EDP as applied to the management needs of independent retailers. Those interested should contact: Joseph Kuczmarski, Sales Manager, Retail Electronic Systems, 100 Park Ave., Staten Island, NY 10302.

A trade journal for those who are into crafts. . .**Handcrafters' News** is specifically designed to meet the needs of artisans, teachers, therapists, or craftshop and gallery owners.

The publication offers information on suppliers, potential markets, retail buyers, learning opportunities, trends and developments, and legal and technical information for small business entrepreneurs.

Furtner information may be obtained by contacting Handcrafters' News, 808 High Mountain Road, Franklin Lakes, NY 07417. An annual charter subscription rate is $14.00 and an introductory 3-month offer is currently available at $4.00.

If you're considering export possibilities, you may be interested in **A Basic Guide to Exporting.** Copies may be obtained by contacting the Dept. of Commerce District Office nearest you.

A new brochure, **"The Link Between the Inventor and Industry"** is now available, free of charge to inventors. Copies may be obtained by writing: Lawrence Peska Associates, Inc., 150 South Wacker Drive, Chicago, Ill. 60606.

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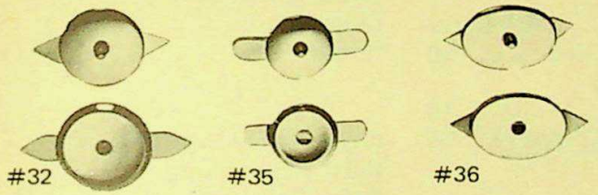

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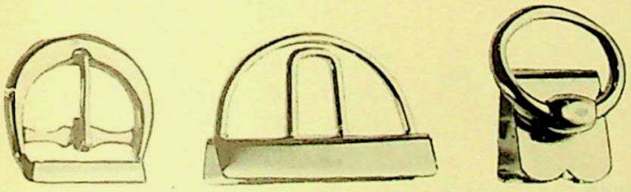

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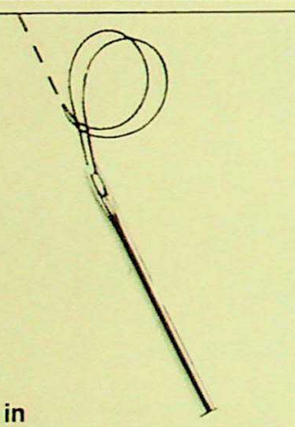

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Our editors provide this convenient alphabetical index to advertisers as a service to our readers. Reading the advertisements is like making a monthly trip through the market, keeping our readers abreast of who is doing what and where in the fashion accessories field. It's an education in itself. That's what H & A is all about. Enjoy!

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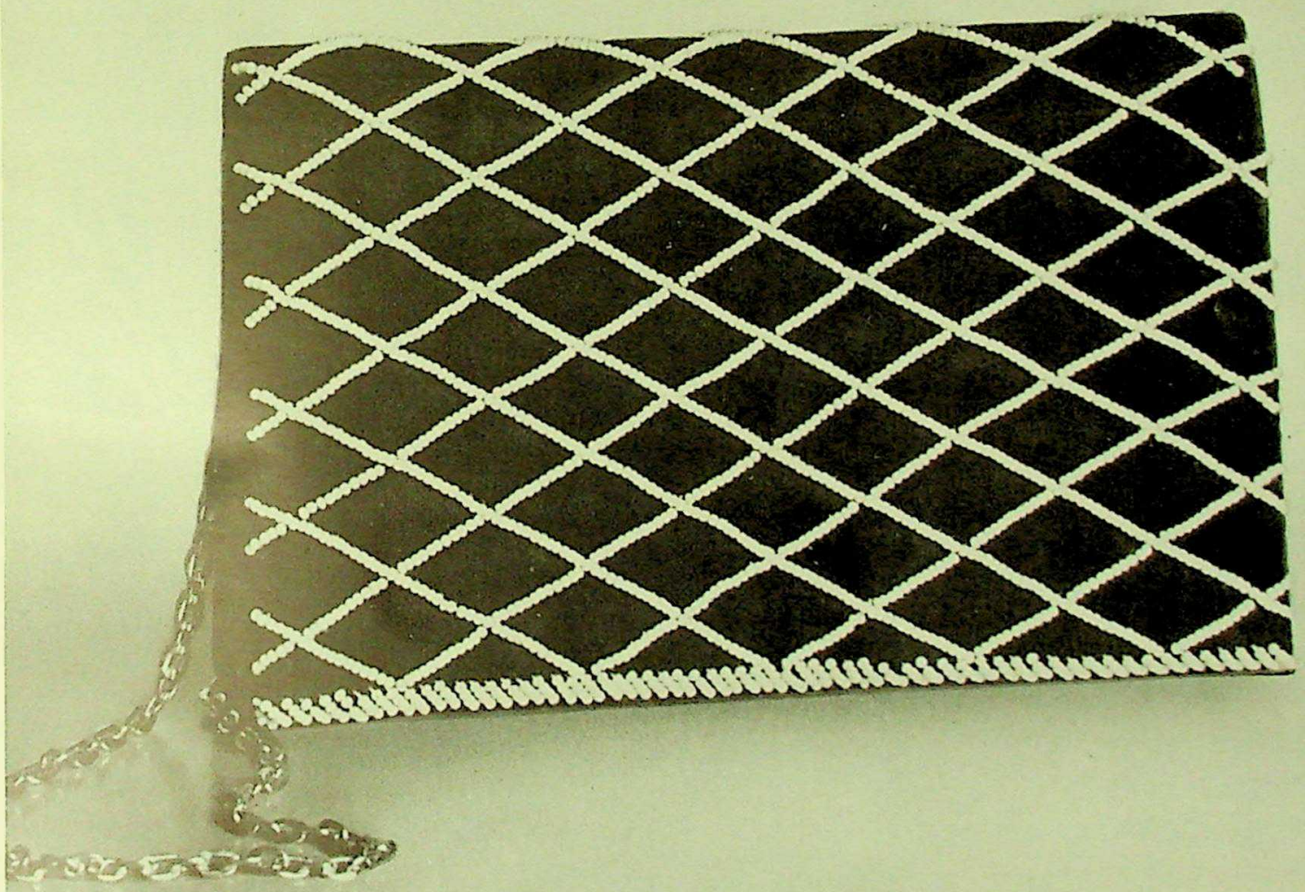

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POSTMASTER Address, correction requested Send Form 3679 to **HANDBAGS & ACCESSORIES**, 80 Lincoln Ave., Stamford, Conn. 06904.

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MARCH, 1976

Reg. U.S. Patent Off. Vol. 78 No. 3

SCIENTIFIC LIBRARY

MAR 23 1976

PAT. & T.M. OFFICE

Our cover

Secuma wears a unique canvas bag that opens up wide with special zipper, by Theodor; crinkle cotton tunic top by California Things; belt by Omega and jewelry by Capri. Photographer: Alan Fontaine.

Special Features

Belts——all the newest for spring-summer. There's lots of color and variety.

California Accessories:
Report on the early fall accessories market in Los Angeles.

In This Issue

Spring Umbrellas: Brighter Colors, Brighter Outlook

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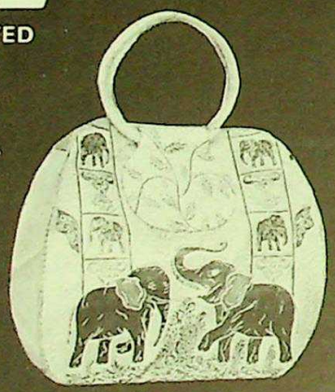

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Dear Ms Prowitt:

IT'S TIME TO STOP COPYING

Dear Ms. Prowitt:
Your editorial in the January issue of H&A could not have been more timely and to the point. While every manufacturer in our industry knows only too well how impossible it is to find a designer — not to mention sample-makers, production supervisors or any other skilled personnel — nobody seems to be willing to do anything about it.

Also, and I quote from your editorial "We need an educational information program to stimulate interest on a much wider scale." Also, a handbag designer must be encouraged to enter the field by proper recognition and compensation.

Who in his right mind would want to become a highly skilled technician if it pays little more than a street cleaner's or bus driver's salary?

I believe that the time has come that the leaders in our industry must stop copying, and start to rely on their own ingenuity and resourcefulness. Send your young designers to Europe for *inspiration* and not to copy. Travel is educational *and* it is the encouragement the young designers need.
Best personal regards,

Lou Nathan
New York City

H&A A BOON

Dear Ms. Prowitt:
I have filled in the enclosed gift subscription with much gratitude. Handbags & Accessories magazine is indeed a boon to me and these departments. It is concise, informative, and frequently offers new resources. You are doing a great job and I hope will continue to keep buyers and manufacturers informed.
Sincerely,

Charlotte Berman
Clifford W. Gay Buying Service
New York, N.Y.

(continued)

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Dear Ms. Prowitt

(continued)

Dear Renee:
Jeffrey and I would like to take this opportunity to tell you how much we enjoy and look forward to each issue of H&A.

Since you have taken over, the magazine has proven to be one of the most exciting forecasts and updated accessory presentations in our industry.

The photography, layout and copy are all outstanding and we wish to commend all who are concerned.

Please know you have our utmost gratitude and appreciation.
Sincerely,

Alan Bentley
Jeffrey Lawrence Associates, Inc.
New York City

Editor's note: Much as we appreciate and are proud of letters of praise, let's talk turkey too! We want more communication about industry problems, etc., and/or constructive criticism of the magazine. Let's hear from you! Don't worry about writing a perfect letter -- get your thoughts down and we'll edit it. Or, if you're not going to write, call us: we can take down your thoughts by phone too! (212) 989-9630 or (203) 324-2131.

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COMING IN APRIL

- The Fashion Tops for Summer
- Sunglasses: What's New?
- American Indian Jewelry

COMING IN MAY

- **Fall Accessories Market Issue I**
- Back-to-school and early fall handbags
- Department Store Survey: Accessories Sales Analysis

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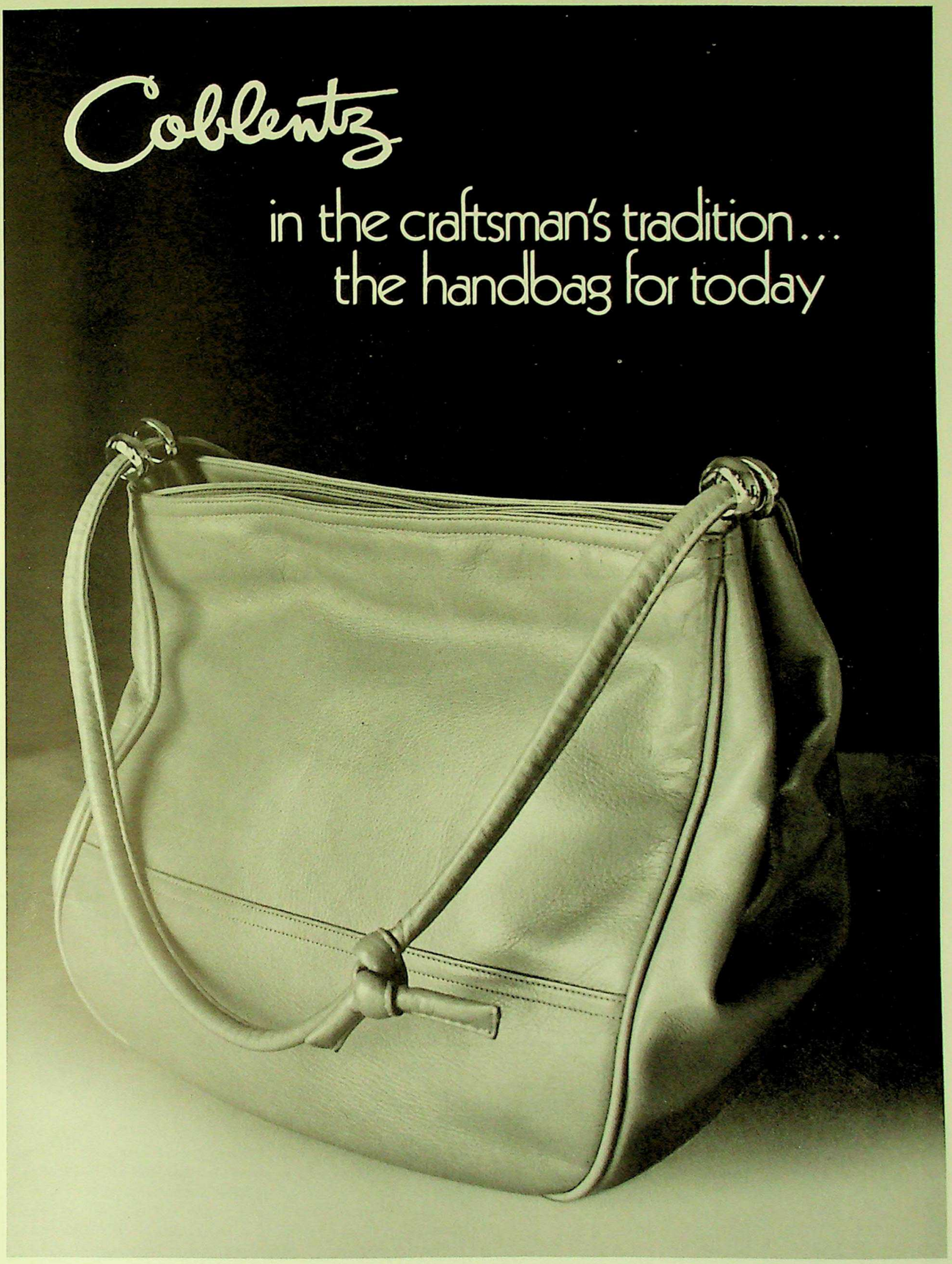

COBLENTZ BAG COMPANY INC. 30 EAST 33rd STREET, NEW YORK, N.Y. 10016

A Rockley Group Company

Regional Reports

MIDWEST

By Joni Johnson

Chicago...Want a foolproof way to beat the mid-winter blahs? Just string along with us to the Paul Harris stores and enjoy seeing what comes naturally! You are lured into a native wonderland by two beautifully dressed mannikins (in styles adapted to American tastes). One may wear the traditional Mexican wedding dress embellished with gobs of straw and raffia bangles, a scarf-wrapped head, a pounded metal necklace paired with clay beads and ankle-tied espadrilles.

(continued on page 52)

NEW ENGLAND

By Charlotte Baker

Boston..."The store that is aware of fashion accessories knows what's happening," says Alan Graubart. If so, then Casual Corner is one of the best informed stores in New England.

This store manager's belief in the importance of fashion accessories is translated to his staff and ultimately to his

(continued on page 54)

SOUTHEAST

By Carol Adams

Atlanta..."Retail Tuneup" drew an overflow crowd of Southeastern buyers attending the Atlanta Merchandise Mart's February Apparel Market. Featured speaker was Syd Farber, a management consultant with Brooks, Inc. in Atlanta. Her expertise stems from experience with Bobbie Brooks, Queens Casuals, and merchandising program responsiblity for J. Iveys Department Stores, Charlotte, N.C. and Parasol, Inc., Charlotte.

(continued on page 55)

SOUTHWEST

By Pauline Neff

Dallas...Accessories buyers at the Dallas Midsummer Apparel Market received a bonus this year — a style show dedicated to them alone. The luncheon seminar played to a full house and was so well received, market officials plan to do it again. Styled "Accessories — Impulse Encounter," it pointed directions and suggested promotions.

Buyers learned scarf-tying tricks and watched as basic clothes: a yellow jump suit, a white, two-piece dress, and a formal black gown were accessorized many ways.

(continued on page 57)

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THE DESIGNERS

Big, beautiful, brassy beauties — and we're not talking about a Las Vegas chorus line but the brass and silver jewelry now at **Trika**. Only faintly ethnic in flavor, Trika's jewelry is simple and sophisticated in design. The natural beauty of the golden metal, simple oval and round forms, all create an elegance that suits brass beautifully. Touches of copper and silver are used in the same spirit of sleek design. $7 to $12.50 or $13 with stones.

Stephan Adrian, Limited

Richard Palan

RAINDROP

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Of course there are still the giant amber beads from his native Morocco, combining antique looks that are still simple and not the usual jingle jangle of the usual ethnic jewelry.

Mahogany roots are being used in a beautifully polished cuff bangle. The knurled sections of the mahogany root are made a part of the designs for $6.25.

Trika includes a few unique gift items: amber apples with golden stems and leaves of brass, simple soapstone carvings of animals again with the simple lines of pure design selected by a man who understands art. At 366 5th one can even buy a solid brass egg signed by Trika for $6. (He has a new phone number — 564-4125.)

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CaroLaurie's wrapping up the serape look with a group that includes ponchos, shawls, halters, popovers, and a new crescent shaped wrap tie. Multicolor stripes on grey and blue backgrounds add a zing to summer wardrobes. The group ranges from $30 dz to $120 dz. These bodies are also available in a voile group, looking cool as a summer breeze in flower and gingham prints, indian prints and a smart design simply called blueprint. At 385 5th.

Total Accessories Inc. reports strong reactions to Garay's "Jeans" belt during the January and February apparel markets in the southeast. The belts retail from $3 to $4 and spell out JEANS from one end to the other. Bright Bangles or naturals a la Catherine Stein are showing strength as are pieces of jewelry featuring soutache coding with ceramic beads or important ethnic pendants. Pierre Balmain scarfs, always a treat to look at, add the dimension of "soft to the touch" in fine cotton. At Atlanta Mart.

At **Ruth Saltz**, everything is a shirr thing. Her body bag with flap over top shows shirr sides and is so soft as to be downright sensual. Her domestic leathers take on muted colors of blush and sea green, making a gentle understated fashion accent. At 330 5th.

Cathy and Marsha, for Catherine Stein

Contemporary Accessories

417 Fifth Avenue NY 10016 212-889-6721

At **Down to Earth**, Murray Held's still shaking his head over a sleeper. One of his designers, **Annie's Woodshed**, made handpainted, lacquered key rings with a touch of whimsey in fruit, animal and flower designs. A buyer asked if they would do pendants, pins, rings, barettes and necklaces. Voila — they had a best-selling jewelry line. Baked for hardness, the pieces range in size but the colors are at the bright end of the spectrum and thereby hangs their charm. A hit for the young at heart.

Murray reports **Hot Sox** lines good now due to the jeans-worn-up trend.

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When jeans are tied to look like knickers, the bright stripes and colors are super.

At the same showroom, **Belted By Jane** offers knotted jute and twine with elkhorn buckles. These are handworked in four colors of twine with the beige of the raw jute knotted over to form the design. Elasticized, reversible cinches with the horn buckles are good looking, too.

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Murray also shows **California Leather**, a pouchy, framed handbag of napa leather and jute trim from Santa Maria. To complete the total accessory effort, clay and porcelain jewelry can be seen here, along with beads that appear tie-dyed and of course, the shark vertebra necklaces that look so summery. See Down To Earth for the young customer at 366 5th.

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by LEE MENICHETTI 417 5th NY

Goat's lace takes on a new elegance when **Preston Manser** of **Castlecliff** slips a whole variety of beads and drops on this slim leather thong. Once the favorite of "loving-hands-at-home" jewelry, goat's lace departs from the chain and cord cliche, adding soft neutral tones to the manipulations.

MOTHER NATURE
Natural Jewelry by
Dianna B. Suratt
587 Dutch Valley Rd N.E.
Atlanta Georgia 30324
(404) 876-5953
Showroom: Atlanta Mdse Mart

In honor of the Bicentennial year, puffed stars hang on double strands of soutache, with the stars suspended between. Same stars make an earring that's appropriate for any year, in gold and silvertone. Happily, designs are included that are not blatantly patriotic and are in the confines of good taste. Particularly in this category is a red slim silk cord ending in a tassel of cord that dangles small versions of the puffed stars. Very much like a meteoric shower of stars. At $7.50, a beauty.

Peach pits, polished and sliced are combined with wood wafers and leather rondells; cork cylinders with and without metal repeat the beige neutrality. Cords, thin to fat in necklaces and in lariats go to any length to please whether about the waist or the neck.

All in all, Preston has a love affair with the beiges, ivory and muted tones of blue and apricot. And his special touch with leather is part of the story at Castlecliff. 417 5th Ave.

CaroLaurie ACCESSORIES LTD
385 5th Ave
NYC 10016
(212) 532-3920
Scarves.....Plus++

Gerry Marcher's drinking from the fountain of youth these days, with all of his accessory lines moving into the young contemporary mode. (Could a certain beautiful young opera singer be the stimulus? But that's Gerry's secret.) He's showing a multiplicity of looks, but all young and fresh. **Tobi**, a domestic jewelry line, has new ways with pastel sequins and clam at $27 to $39 dz, wood

HATS JEWELRY
HANDBAGS
JEFFREY LAWRENCE ASSOCIATES
SCARFS BELTS
389 5th 532-9340

(continued)

DESIGNERS & REPS . . .

(continued)

bangles and straw bangles, hand-painted Indian wood beads and hand-painted ceramic beads. At $51 dz, Tobi has a stronger, more important group on goat's lace and at $19.50 cotton cord tubes take on copper and silver stations.

GERRY ARCHER

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Gerry offers a baker's dozen of **Kukui** (coo-coo-ee) beads, touted as the royal bead of the Hawaiian royal family. On goat's lace again, this special dark wooden bead may be black, dark brown or blood red. We're told it's polished with Li leaves for the special lustre. From Indonesia, 13 pieces for $20.35.

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Belts by **Staymark** of jute or rickrack come in at $13.50 to $16.50 and again are very young looking. The Guatemalan brightly colored crocheted beanie cap called a calot is still a specialty item at $22.50 but new here is the same look in pompom belts. Two widths to brighten up summer denims. 347 5th Ave.

Some of the best, most innovative watch dials are coming out of **Dynasty**. Although technically not a "designer" line, these dials of peacock, or South American butterflies and coordinated strap and dial designs are winners, taking on new shapes this season. Cane straps look new for spring/summer and the sunburst design should carry over the seasons. News is that Dynasty is now representing **Oris**, a Swiss company that produces a 7 jewel watch at $15 that has an unbelievable record for no returns for repair. Clean line styling makes Oris a good choice. 389 5th.

Cotton with the luxury feel of silk is the perfect description of the mousseline 22" square scarfs in the **Ken Scott** collection at **Daniel la Foret.** At $4 cost, a bright interplay of color on color is a boon. Shawls measuring 43x43 suggest a garden of flowers, cherries and leaves that any fashion minded Eve would be proud to use as a cover-up. Particularly smashing is a 52x95 body wrap with a fish pattern — shades of sea sirens!

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Pierre Balmain is represented here with his geometric striped borders. Classic, of course. Nautical geometrics — signal flags, ropes, etc. by **Daniel la Foret** vie for honors with a Belt and Buckle print in natural silk. 27" at $8. See them at 347 5th.

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California Accessories

Is Another Gold Rush On?

The California accessories manufacturers are all in gear with new collections for their early fall market slated to begin March 22nd.

Encouraged by the success Phillippe had with an experimental early spring market in late September, the accessories people have all jumped on the bandwagon and hope to bring out more than 160 stores for their market in Los Angeles this month.

At this market, the California Accessories Guild members, 37 firms, plus other California companies, will have early fall collections — or at least "new" merchandise ready. They hope to entice stores throughout the country to their market to buy, promising exciting merchandise for early delivery — May 25 — for testing in June.

The philosophy behind California's early market is simple: plan ahead. They figure that if the stores can buy fall merchandise early enough to test in June for the best sellers, they can then order in depth for August and September, giving the manufacturer more time to fill the orders. The advantage for the retailer is two-fold: they get new merchandise to promote sales at a traditionally slow time, and they get the chance to get a feeling for the new merchandise before ordering in depth. The advantages for the manufacturer are obvious — to get the jump on sales by early commitments from stores, and to have more time to manufacture in quantity.

The plan was conceived by Michael Greitzer, the dynamic and controversial brain behind Phillippe. He brought the buyers out to Los Angeles in September to buy his spring line, promising them early delivery if they would come. Stores got the hint: if they didn't go, maybe they wouldn't get the Phillippe bags they needed. It worked, and according to Mr. Greitzer, 132 stores came out to buy.

(continued)

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California Accessories *(continued)*

Now, all the accessories firms are excited about the possibilities of the early market. If this month's market is the success they feel it will be, they plan to run two a year — the early fall market at the end of March, and an early spring market at the end of September. As they say in a letter inviting the buyers out, they are "Ahead of Dallas, ahead of New York, and way ahead of Paris."

Most of the stores seem to like the idea — at least they are going to "look and see." The big question, as pondered by a California buyer is: "Are the stores really going to give their orders so early? I'll be reluctant to place orders that early! — I don't like to spend my money that far ahead." But this is a California buyer who does not have to be as concerned with delivery from California resources.

Buyers from all over are making the California trip for this market, but how much they buy and whether or not this will affect the New York markets remains to be seen.

The California accessories firms are enthusiastic and some expect up to 200 stores to come out for their market. They are confident that they have enough exciting, innovative merchandise to bring the stores out, and to sell them.

"We feel the timing of the markets wasn't right," said Michael Greitzer. "Fall and spring markets were too late — we want to show early and give the stores sufficient time to be back to reorder for key times. Fall trends should be tested in June. When consumers see forward trends in fall accessories in June, they are motivated to buy. And if the stores can spot the trends by the end of June, manufacturers will have six weeks to handle in-depth orders."

"I think it's the most exciting thing the California market has ever done," said Norman Goldbach of Carole, Inc., fashion jewelry. "It gives the retailer the opportunity to have new merchandise in June and July, the two slowest months of the year. Even the California stores are excited about this, and they usually wait even longer, because of the lasting warm weather."

Is it a problem to the manufacturers to ready a fall line so early? Most of them don't feel it is. "Of course it puts more responsibility on the manufacturers, to be ready with the proper merchandise," pointed out Judy Knapp of Knapp Originals. "We've always put out a March line but now we'll expect much more impact with the new market," added Joel Knapp. The Knapps and other firms feel the March 22nd market will offer more transitional lines, rather than pure fall merchandise. Another manufacturer added, "I'll have *new* merchandise, but I'm not saying it will be *fall*."

Valerie Barad of Theodor, one of the most copied handbag designers in the country, at first was concerned about the knock-off opportunities with such an early market. "I was leery about the copying the first time around, (September) but now with the delivery the end of May, the knock-off people shouldn't get to us early enough to do any real harm. I feel this market is a great stimulant for California design," said Ms. Barad.

A jewelry buyer for a major California department store likes the early market. "For a fashion-forward store, the early market is good. But I was disappointed by the reaction of a lot of the buyers. I think many of them misunderstand the

(continued)

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California Accessories *(continued)*

California market. It's artisan, and they miss the concept," she said. "I'm glad to see the California people taking the initiative, and I look at it as I do the November spring market — it's a good looking and testing market, not a volume month."

A divisional merchandise manager for a major California store said, "I think it's tremendous — it gives the stores a chance for an earlier feel for trends. Of course it helps the manufacturer the most." This merchandiser feels that "the eastern manufacturers are jealous of the California firms. And California is getting stronger all the time. For example, look how Michael Greitzer proved you could make a domestic line sell — he showed the American manufacturers what could be done. Now the early market will be even stronger with the other accessories firms also offering new things."

Some of the New York merchandisers were not as enthusiastic. An accessories vice president and dmm at a major Fifth Avenue department store said, "We wouldn't go to the California market. We might combine it with a trip to our stores there, but we wouldn't change our plans to go. We've always tested in June, mostly imported merchandise, but there's no reason to go to California. The California companies we'd buy from are all represented here. But we'll tell our branch managers in California to shop the market. The timing doesn't bother me — the old idea of rigid seasons is breaking down — you have to have a steady flow of merchandise."

Another New York department store accessories executive was undecided. "I'm not sure whether we'll go or not. We'll just be getting back from Europe then, and I'm just not sure the resources there make it worth going...of course I could always change my mind."

And that's what the California accessories people hope to do — change the minds of the important stores who are not yet convinced they should travel to California to buy.

How do the New York accessories manufacturers feel about what their California counterparts are doing? "No comment," said one handbag manufacturer, "Let them do their thing." Another questioned why the California firms are all represented in New York, many with showrooms, if they feel they can run their own markets and don't need New York. A handbag manufacturer said, "Let's wait and see. It's a new thing and new things often fizzle out."

"I think it's a good idea — after all, ready to wear does it," said another New York manufacturer. "I think we should have an early market here too."

"I think it's good for specialty store chains, but not for department stores," said a New York jewelry manufacturer. "They'll get some business, but a lot of the buyers will be in Europe then. And if they've been out to California in January, I doubt they'll go back in March." Another New Yorker said, "I could kill them. This means I should get new merchandise ready and ship it to my Los Angeles rep by then." Some New York manufacturers are doing just this, to get in on some of the early action.

In the meantime, the California accessories manufacturers seem confident about bringing enough stores out to their market to make it well worth while. Is there another California gold rush on? This March market may hold the answer.

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New Directions for H&A

We are about to expand our editorial scope at H&A. Basically, it will be toward stronger retail merchandising coverage.

We feel this change is a very important and timely one for us, and a natural evolution for H&A. Since spring 1972, in just four years, our retail reader circulation has tripled. It is continuing to increase by approximately 300 retail readers per month. Now, it's time to give all these new readers the facts on accessories merchandising that will help them most.

What are these facts?

We have learned from retailing executives that they would like to see more comparative studies of stores. They want us to explore such things as why one merchandising method works best; how more space for accessories relates to sales.

We will also present success stories of accessories departments. We'll probe for the most effective presentation of accessories, the best sales training program. We'll look for the most exciting display techniques to show you. Perhaps your store has discovered something that could help others.

This is the kind of information that will enable retailers to evaluate their own accessories merchandising and discover how to improve, by finding out how they stack up with others — and what merchandising techniques have been most successful for others.

Because H&A is the only accessories publication, we have to become the best source for retailers for this important information.

Of course, we will still continue our market coverage of accessory manufacturers, reports on fashion trends and new merchandise, and business news. We'll continue scouting the markets to uncover interesting new items and resources for buyers. But we want the manufacturers to understand that we may not have the time to cover their lines to quite the same extent, since more of our time will be spent on this in-depth retail reporting.

By doing this, we hope to make H&A an even more vital, valuable trade magazine for all our readers — wholesalers and retailers alike. If it is read by more of the retailing executives with the buying power, and is more important to them, then it also becomes a much more valuable vehicle for our advertisers.

But we need your help in order to accomplish this. Especially, we need the cooperation of accessories merchandise managers: When you receive our questionnaires (and we'll keep them as quick and simple as possible), please fill them out and return — we will not quote you or identify your store. The success of these surveys will depend on your cooperation.

Why not pick up a phone right now and call us with your ideas? Tell us what you want to see covered in H&A. Let us know if your store would be a good example for any of the topics mentioned above. If you wait until you have a minute to write, it never comes! Call (212) 989-9630 or (203) 324-2131. Ask for Renee Prowitt or Diane Kaiser.

Renee B Prowitt

Color and Variety Abo

There is, perhaps, no fashion category which offers the consumer greater opportunity for individual expression and judgment than accessories. Once a woman decides on a certain look; be it classic, with basic shades and fine tailoring; ethnic, with vibrant colors and multitudes of layers; or Moroccan, with long, flowing lines and rich African hues; she is offered a wealth of accessories to complete her fashion statement.

Choosing the right accessories is at once the most challenging, often frustrating, and possibly fulfilling task in creating one's fashion message. The array of scarves, belts, jewelry, and handbags is to some, overwhelming, to others, a virtual treasure chest.

A Plethora of Belts

This phenomenon of sheer abundance is perhaps the only definitive statement one can safely make in describing the belt market this spring. Every feasible category of materials, widths, closures, and color is represented. Says Don Ulisse of Abbe Creations: "Today's woman is truly doing her own thing. She becomes, in fact, her own designer. With this in mind, it's not surprising that the selection of belts in department stores is running the gamut from ropes to leathers, in widths from ½" to 3" and in a multitude of colors." Murray Taxin of Red Cobra adds: "The consumer is inventive. Women today are looking for more than one way to wear accessories. They are looking for multi-purpose items that are flexible, interchangeable, and suitable for different looks and occasions."

A belt is no longer just a belt. It may be worn around the waist, the hips, even the neck. It may be an effective complement to several looks — from tunic to shirtwaist. In fact, its uses are limited only by the imagination of its wearer.

Naturals in Color

Naturals, with their ambient qualities of simplicity, ingenuousness, and informality almost personify summer fashion. Jute, with its breadcrumb texture and earthy appeal will be as ubiquitous as the robin and dandelions this spring. Jute's versatility is apparently limitless; generously stretching to all lengths with ease, blending with leather, straw, cord, wood, shells, and rope, and effectively complementing a myriad of looks and materials.

The title song of jute (and almost all the other naturals) this spring is color. According to Andy Pizzo of Accessory Street: "Naturals are strong but color is needed to freshen the look. We're doing not only jute but burlap and patent combinations in bright summer colors for our Belt Dimensions line."

There may, however, be some problems. While color is pervading all areas of the naturals, especially burlap, straw, cord, and linen, the jute shortage is apparently hampering color development in that medium. Murray Nathan of Calderon said: "One effect of the jute shortage is that it's very difficult to go into colors, especially white." Most manufacturers agree, however, that the jute shortage has hardly reached dire proportions. In fact, the worst seems to be over. Mr. Nathan continues: "The jute shortage has not affected us drastically. In general, the problem has eased somewhat and is no longer terribly serious. It just took a while for suppliers to gear up to the new rate of demand." Michael Ackerman of Together Crafts agrees: "The jute shortage has been somewhat alleviated; we're experiencing no difficulty in filling our orders but are using more and more burlap as a substitute."

Stretches are The Look

Stretches are expected to be the number one waist-encirclers through summer and into fall. Every conceivable medium, it seems, is endowed with elasticity: denim, serape, cotton, jute, burlap, straw, metals, and even leather.

Indications are, however, that stretches are narrowing with 1" the most popular width at both Accessory Street and Accessories by Pearl. The 3" cinch in a multitude of colors and tie dyes is still a junior favorite but according to Joel Pinsky of Omega: "The narrow silhouettes in rtw are popularizing the 1" width." Mary Roggero at Speyer Belts adds: "Wide cinches can't be worn by everyone and in

und in Belts for Summer

actuality, they are often uncomfortable. I think, like the obi, the wide cinch is on its way west." Mike Ackerman of Together Crafts agrees: "Even in juniors, the trend in cinches is to 2½" and down. It's primarily color that is selling width."

One new adaptation of the stretch is in cotton terry or jacquard with the word "jeans" interwoven in a contrasting color. It's doing very well at Garay, Together Crafts, and Accessories by Pearl.

A Variety of Spectators

Spectators, in all combinations of color and materials are an important spring category. At Accessory Street, a spectator series of simulated wooden buckles on white is creating excitement. At Abbe Creations, the spectator look in leathers of contrasting colors is doing well. Says Don Ulisse: "We find that the more subdued browns and beiges do well on the east coast, while in warmer regions such as the south and southwest, vivid color contrasts are the favorite."

The Patent Revival

The interest in color is causing some rejuvenation of patent, especially as trims for the naturals. Andy Pizzo has high hopes for his patent and burlap combinations in bright, vivacious colors: "Ninety percent of our sales are junior items. We're hoping that the junior customer will be attracted to patent for its relatively low price and bright colors." Patent is doing very well at Garay. According to Henry Mandel: "A lot of patent shoes are being shown this season. Several of our buyers are picking up on it."

Beltbags — this Spring's Minion

Beltbags are holding strong and several manufacturers expect them to continue into winter, despite heavy coats and the tiny bag's emphasis on adornment rather than functionability.

Says Murray Nathan of Calderon: "Beltbags are one of fashion's many quirks. Made in a certain way, they do have a bit of practicality but let's face it — they're fun! Fashion is full of surprises — sometimes the least likely succeed, while the most marvelous item lays the biggest egg."

At Omega, Joe Pinsky says: "Our beltbags are comparable with belt bookings. As a successful fall item, however, some alterations must be made. I expect them to be enlarged to a more utilitarian size, perhaps in the direction of the hunting bag." Part of the success of the beltbag is that most manufacturers increase its versatility by making it detachable from the belt and equipping the bag with a neck strap that neatly tucks inside.

Leather — the Skinnier the Better

As far as leather this spring, the skinnier the better. The most popular width is ½" in the firmer leathers and 1" to 2" in the very soft leathers which are usually gracefully tied (Elsa Peretti-style) through matching plastic or tortoise circular buckles. The favorite colors of the soft leathers are gentle pastels in cream, gray, and beige.

Bernie Orban of Leatherleatherland is doing well with his 1" bone leather belts, handpainted in colorful designs and detailed scenes. Interwoven narrow strips of leather are also popular and at Together Crafts, Michael Ackerman is doing an interesting leather story in pastels with unique animal closures (a turtle, dolphin, and hippo) for children.

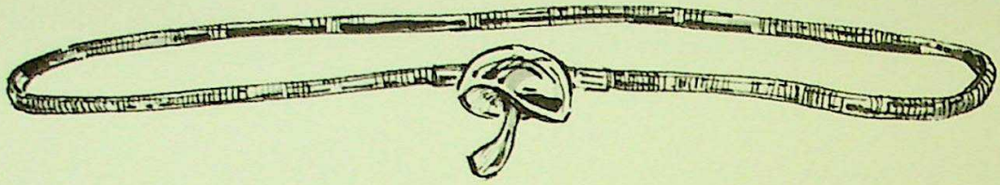
Belts — No Longer an Understudy?

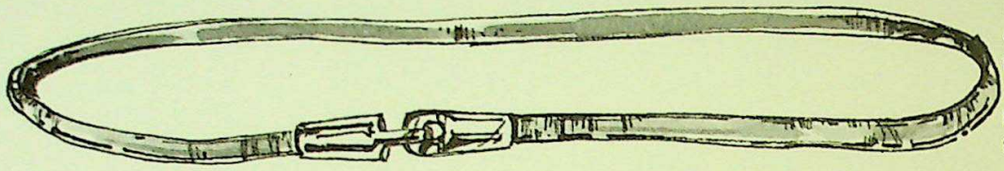
This stepchild of the accessories industry is apparently coming into its own this spring and just may challenge the popularity of its sister item — the scarf. Part of its rejuvenation is directly attributable to the rtw looks for spring. Tunics cry out for belts, jeans demand them, and the summer whites in Bermuda, mid-calf, and ankle lengths are as sterile as a physician's garb without them.

It is true that belts have encountered more than their share of hardship in the past. They are difficult to display effectively and are usually found hanging forlornly like damp seaweed strands from metal racks. Belts seem to be a perpetual understudy to scarves and seldom see the spotlight from their backstage locations. Couple this with the fact that many rtw items are equipped with belts, that there is little or no

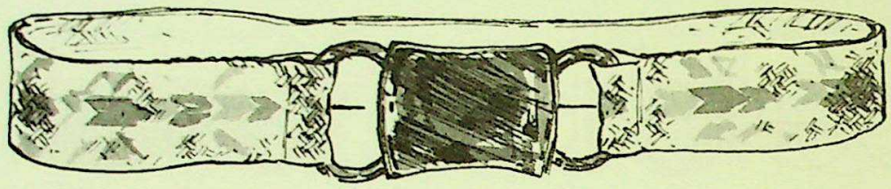
(continued on page 32)

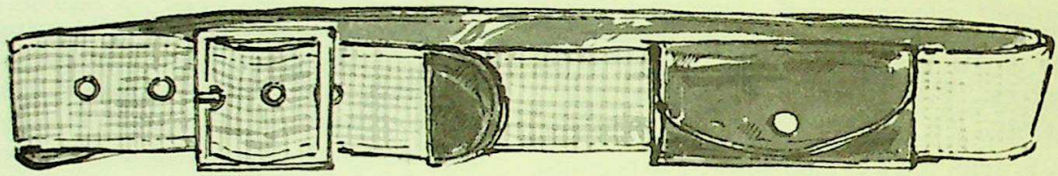
SUMMER BELTS *(continued)*

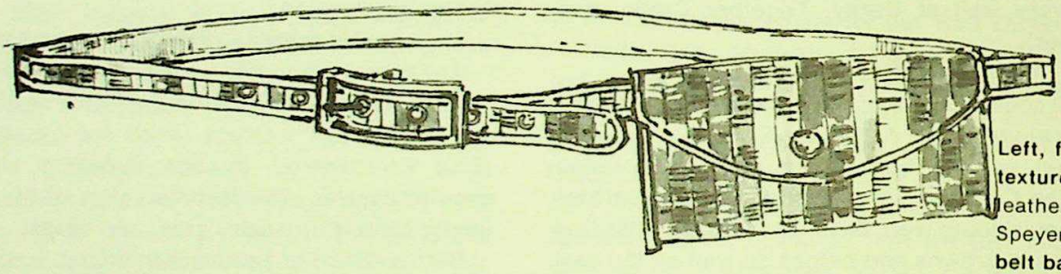




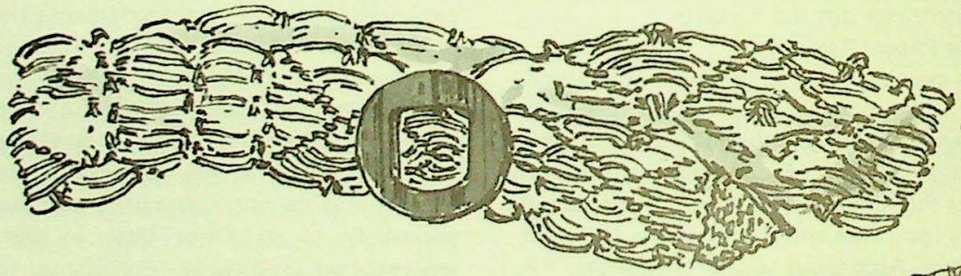
From the top: Update of the skinny tubular with a mushroom, apple, or butterfly closure by Belt Dimensions (at Accessory Street). **Anne Klein's ¼'' strip** of stretch leather with gold or silver clasp, at Calderon. **A new look for jute**—Slam of California (Mahler Sales) handpaints it in bright colors and adds a contrasting tortoise buckle.

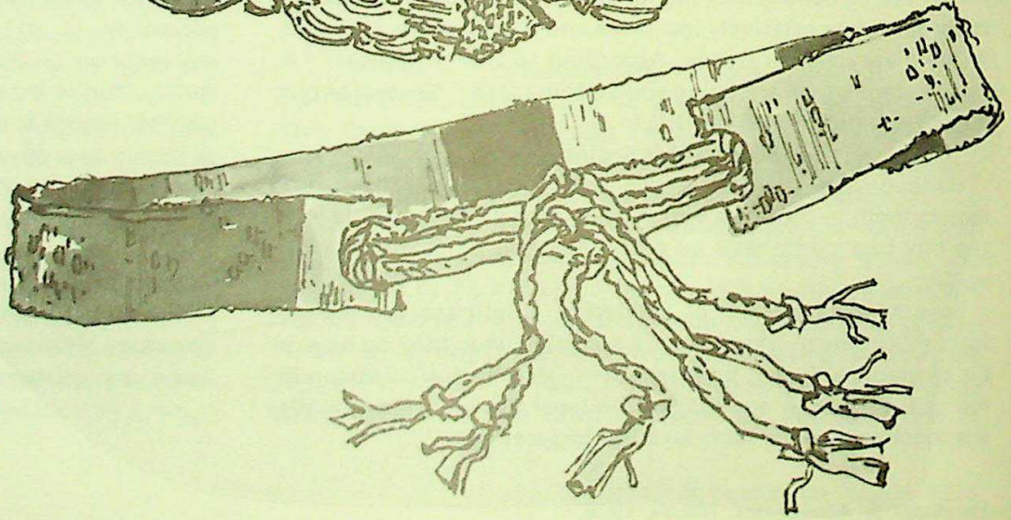


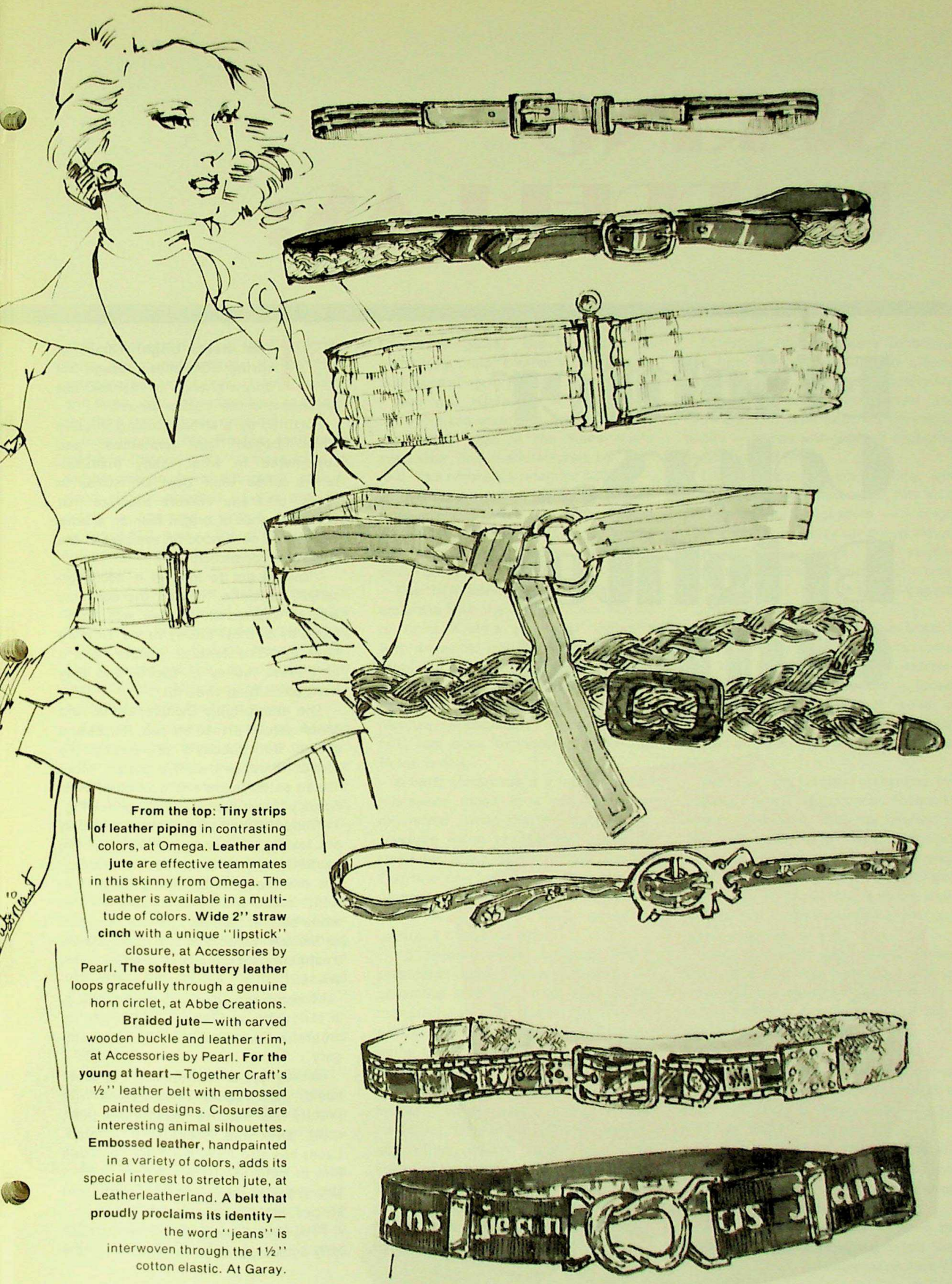




Left, from the top: The woven texture of Belgian linen with a leather gusset pocket, at Speyer Belts. **Dame's 3/4'' belt bag** in multi-colored, hand-woven Mayan. **Macrame**—as delicate and intricate as a spider's web, at Calderon. **A strong ethnic appeal** from this 1½'' sash in woven raw cotton, at Calderon.







From the top: Tiny strips of leather piping in contrasting colors, at Omega. **Leather and jute** are effective teammates in this skinny from Omega. The leather is available in a multitude of colors. **Wide 2" straw cinch** with a unique "lipstick" closure, at Accessories by Pearl. **The softest buttery leather** loops gracefully through a genuine horn circlet, at Abbe Creations. **Braided jute**—with carved wooden buckle and leather trim, at Accessories by Pearl. **For the young at heart**—Together Craft's ½" leather belt with embossed painted designs. Closures are interesting animal silhouettes. **Embossed leather**, handpainted in a variety of colors, adds its special interest to stretch jute, at Leatherleatherland. **A belt that proudly proclaims its identity**—the word "jeans" is interwoven through the 1½" cotton elastic. At Garay.

SPRING UMBRELLAS:

Brighter Colors, Brighter Outlook

Bright Aztec print by Liberty.

The clear, bright colors of spring umbrellas presage not only a change in fashion, but an upturn in the market as well.

Fortified by a strengthening in sales which began last September and culminated in what many manufacturers called their best Christmas in years, umbrella makers theorize that the dominance of bright fashion shades indicates a new mood on the part of the American consumer.

"You've got to look at it sociologically," says one. "When the economy was so depressed, fashion was dominated by all those murky colors. Now we have the Bicentennial; people have a little more money to spend, and they want something cheerful."

The new brights include ethnic and cross-cultural prints, stripes, florals and solids. But nobody's pretending the consumer doesn't want a choice. More muted patterns are also available, most notably those with a menswear feeling.

Wood-handled oversized umbrellas are taking an ever-larger share of the market, even in more provincial areas, but bread-and-butter items remain — well, bread-and-butter items — so manufacturers are also paying attention to fashion variations and new handle treatments for standard "ladies' umbrellas."

Monogramming programs are stronger than ever, and telescopic and folding umbrellas remain an important category.

Mickey Lyons' Raingear's "updated basics" are regular-sized nylons with jewelry-like handles resembling jade, coral, onyx and ivory, at $11 retail. Lyons has also broadened his oversized line in both prints and solids, with a strong emphasis on ethnics, brights and stripes, at an average retail of $16.

"Rainwear coordinates" — particularly smocks, ponchos and coats — now

account for about half of the firm's total sales. For monogramming, Lyons offers coordinated umbrellas, hats, jackets and bags, and sells machines at cost to retailers for in-store initialing.

New spring coordinates include a foldable "travel pack" smock coat in featherweight cire at $25 retail, cotton-lined slicker ponchos at $36 and $46 retail, a sporting "active rainwear" jacket at $30, and — top of the line — a full length reversible coat to retail for $60.

"Price resistance hasn't been a problem," Lyons said. "What we've seen is a convenience classification which became a fashion classification. Stores found out they could sustain the higher tickets. Now they're moving into coordinates and multiple sales."

George Meissner, head of Mespo Umbrellas, expressed a similar opinion. "Stores are more interested; they've discovered umbrellas are a highly profitable area," he said. "There's no price resistance to a well-made, fashionable umbrella."

Mespo's leading item for spring is a ribbon-trimmed oversized slicker umbrella at $15 retail with a hat to match at $9. A group of solid "American brights" with rainbow top-stitching retails for $16, and a group of conversational prints with repeated themes such as "raindrops are falling" is also doing well. Pierre Cardin signature umbrellas remain a strong category.

"Coordinate hats have been terrific," Minna Meissner said. "The hat is becoming a number by itself, with stores ordering a few hundred at a time."

In monogramming, D. Klein & Son has beat the special order problem with nylon umbrellas silk-screened with single initials, sold in a pre-pack of 36 to retail for $16. Based on strong Christmas sales, the company is planning a major Mother's Day promotion, according to Roberta Raymond.

New in D. Klein's Anne Klein group are oversized umbrellas in nylon prints also being used in the Anne Klein swimwear line manufactured by Penfold. The umbrellas retail for $30, or — with extension poles to convert them from street to beach use — for $35. A bag at $20 retail is available for stores that want to merchandise a complete beach set.

The '76 follow-up to last year's tennis umbrella with the tennis racket handle is Anne Klein's golf-motif umbrella with an actual golf-club handle at $30 retail. In addition to oversized prints and signatures, a line of standard-sized umbrellas in cotton prints on wood handles, successfully introduced last fall, has been expanded for spring. Retail is $14.

Schertz Umbrellas is interpreting the menswear mood in a new group of over-sized wood-shaft umbrellas in subdued nylon checks and plaids to retail for about $17.50. Their London Fog line now includes hats as well as umbrellas, with scarves to be added soon. A Countess Mara signature umbrella retails for $25.

"Christmas meant a great deal," president Sidney Schertz said. "All umbrellas sold well, regardless of the manufacturer. The stores are out of goods, and domestic fashion makers are going to do very well because of their quality and style."

While featuring a "spoonful of fashion," Schertz puts plenty of faith in his basics, noting that folding umbrellas, ruffles, double covers and other novelties led holiday sales. Three spring fashion shades have been added to the ruffle group, and straw straps and handle trims give a fresh feeling to solid nylons.

Christian Dior signature umbrellas and hats led holiday sales at Liberty Umbrellas, along with basic poplins and solids with "Italian stripe" trims. The firm also did well with its revved-up basics — nylons with cobra or espadrille handles at $9 retail.

Liberty's cotton oversized line, with retail prices in the mid-teens, hits all of spring fashion's highspots — a bright rugby stripe, a menswear group including tattersall checks and shirting stripes, a brilliant multi-color "cross culture" print and the still-popular "umbrella" conversational.

Burt Biderman said the oversized is still making inroads. For the customer who isn't ready for the most extreme fashion, Liberty has created a toned-down oversized. In bright solid or checked nylon, it's on a metal shaft with white handle and ferrule and retails for $12.

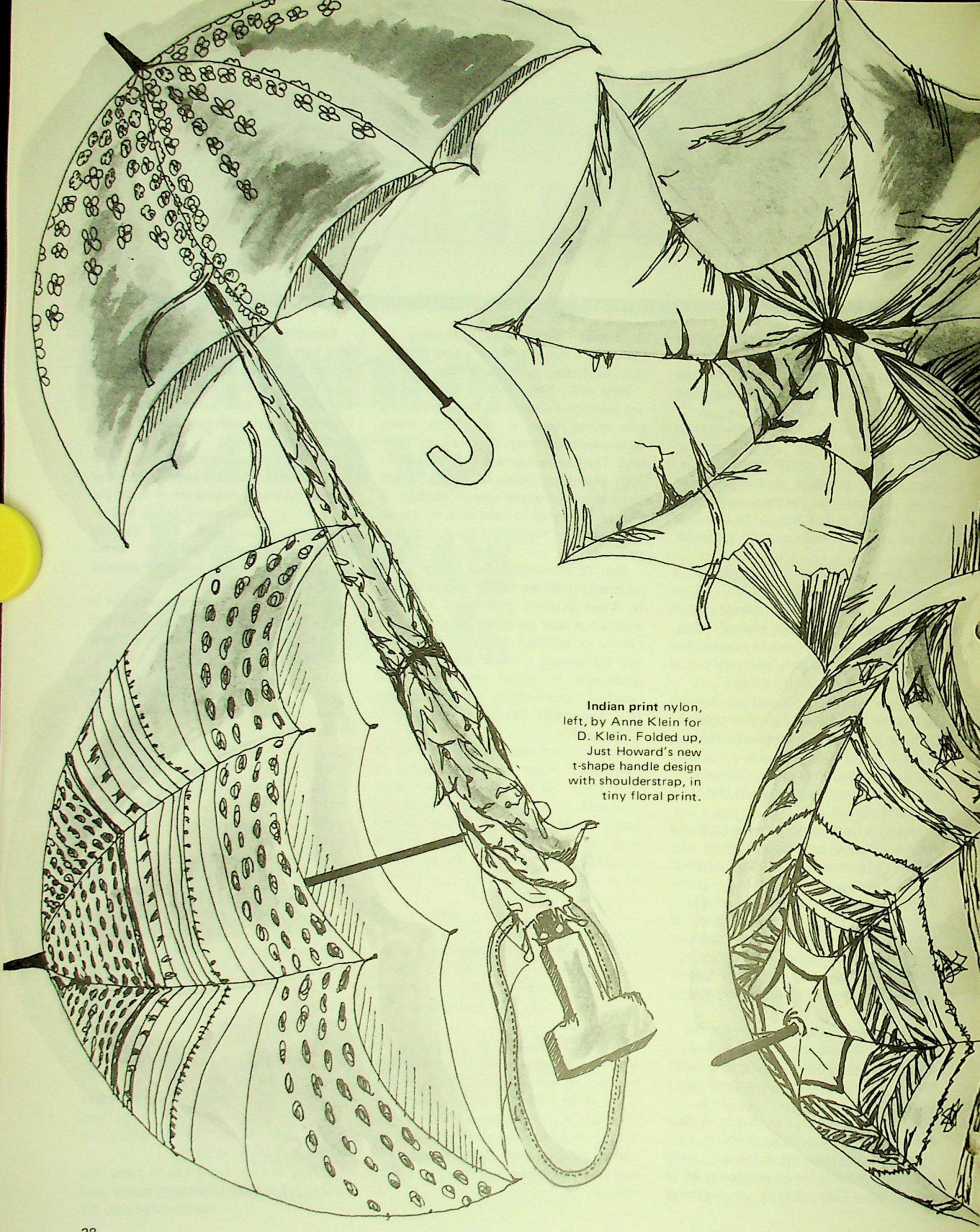
Better-priced fashion umbrellas are gaining general acceptance, Biderman noted. "Pricewise, $15 has started to look more reasonable, because there's more continuity in the mid-price range," he explained. "High-priced items used to stand out. Now we have basics at $9, nylon oversized at $12 and cotton oversized at $16."

Julius Schwartzenberg of Storm Hero reported a "frankly fabulous" Christmas, with monograms, applied to hats and umbrellas at the Storm Hero factory and shipped to either store or customer, making up an important share of holiday sales. Retail prices of monogrammed umbrellas range from $15 to $17, depending on the fabric — cire, poplin or denim. Hats are $8.

The "Push 'n' Pull" folding umbrella was also a strong holiday item, and Storm Hero has planned a $6 retail price promotion on it for spring.

"Any fashion store has to have the oversized," Schwartzenberg noted, and

(continued on page 33)



Indian print nylon, left, by Anne Klein for D. Klein. Folded up, Just Howard's new t-shape handle design with shoulderstrap, in tiny floral print.

SPRING UMBRELLAS

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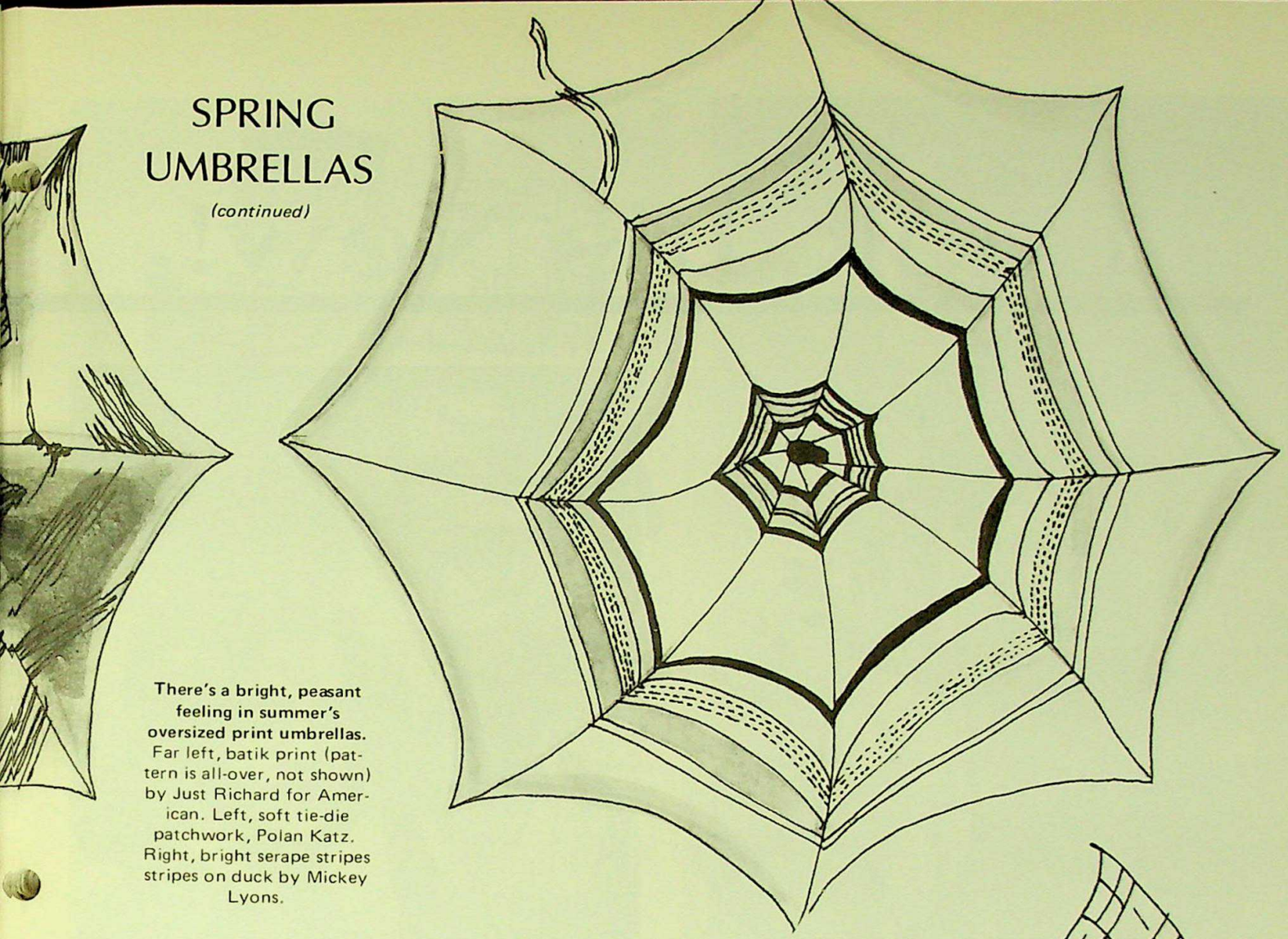
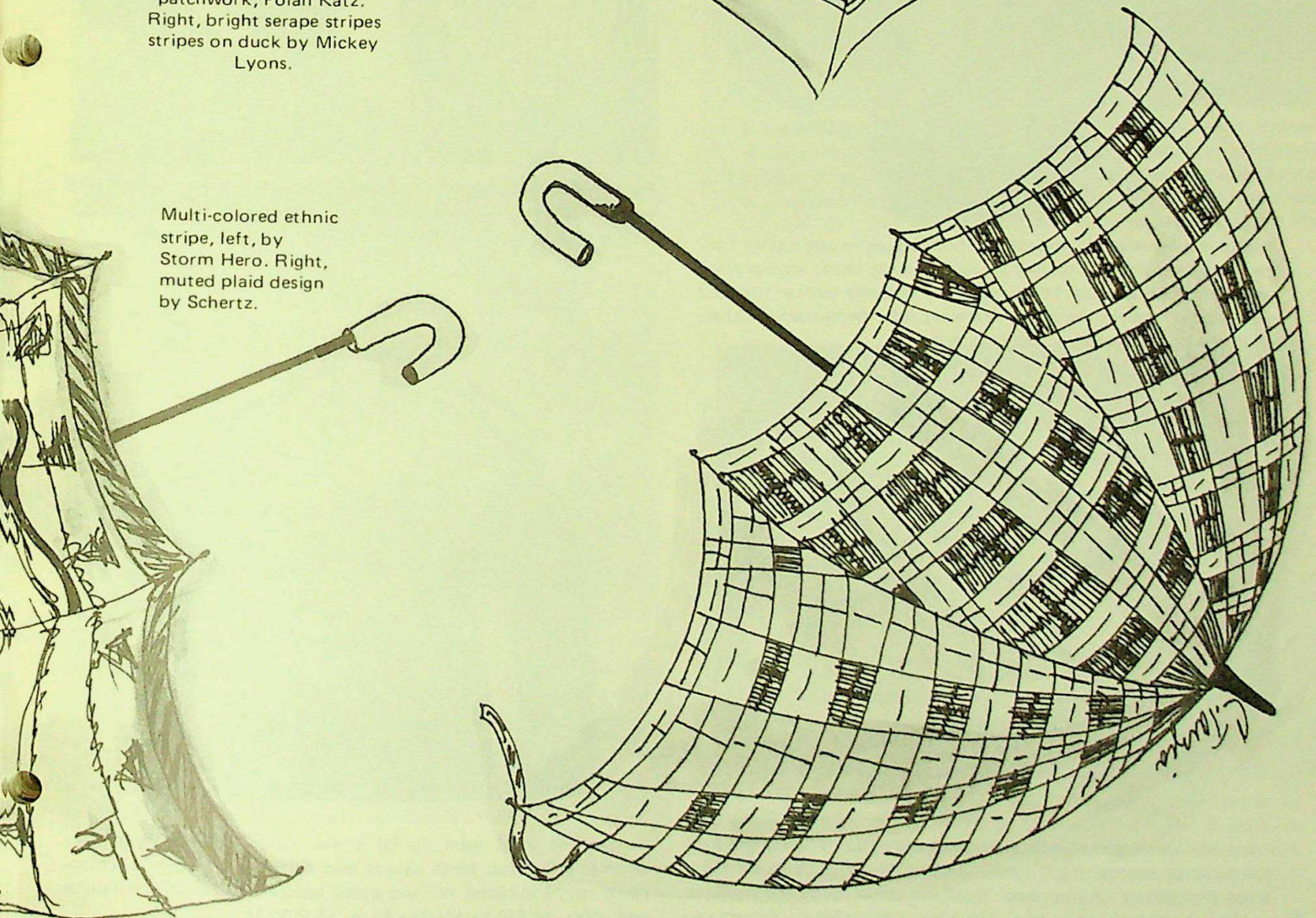
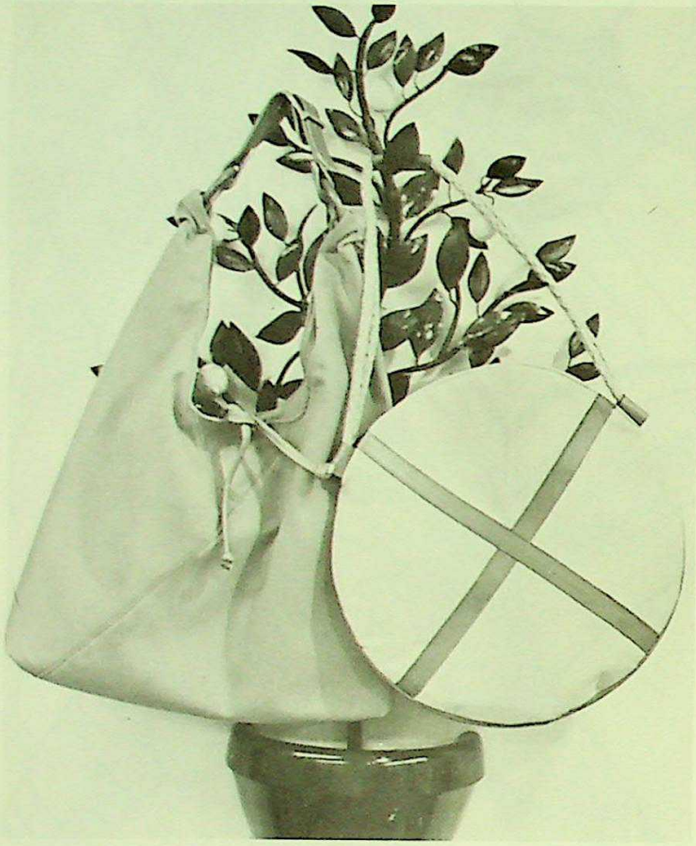


There's a bright, peasant feeling in summer's oversized print umbrellas. Far left, batik print (pattern is all-over, not shown) by Just Richard for American. Left, soft tie-die patchwork, Polan Katz. Right, bright serape stripes stripes on duck by Mickey Lyons.



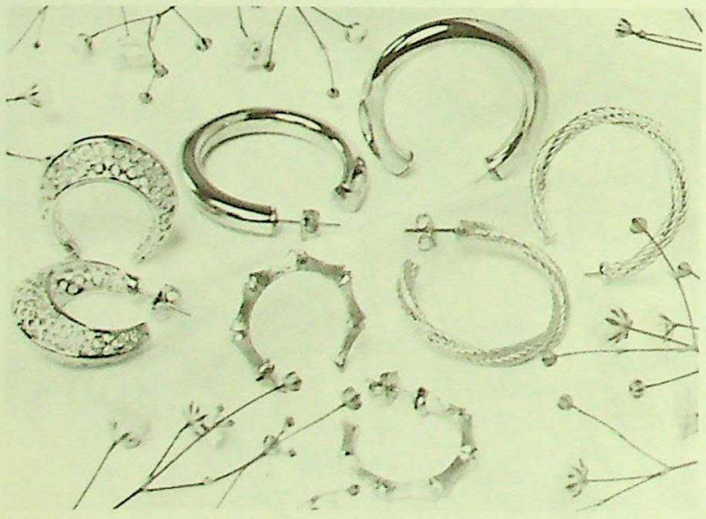
Multi-colored ethnic stripe, left, by Storm Hero. Right, muted plaid design by Schertz.

Look, It's New!



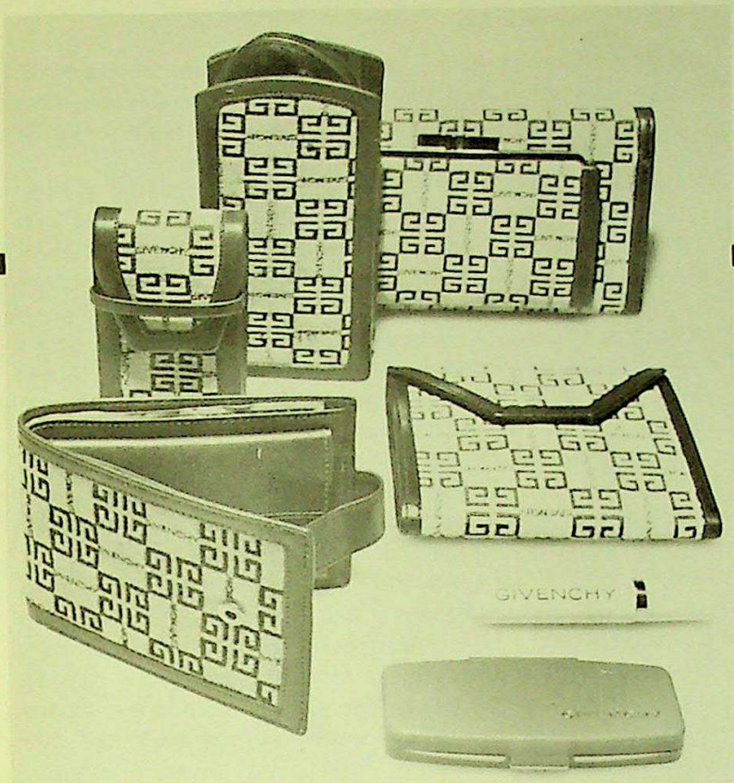
Poplin is blooming this spring! The body bag with belt leather handle, wooden rings and leather thong closure is lined, waterproofed and scotchguarded ($9). The poplin pizza bag with leather trim and jute handle receives the same treatment ($8). By Kovach Leathercraft at Mida Accessories, 320 Fifth Ave.

Fashion glasses with the thinnest of plastic frames. Both aviator and butterfly shapes are crystal gradient colored and sport a color coordinated gradient tinted CR-39 lens. By Riviera, 295 Fifth.



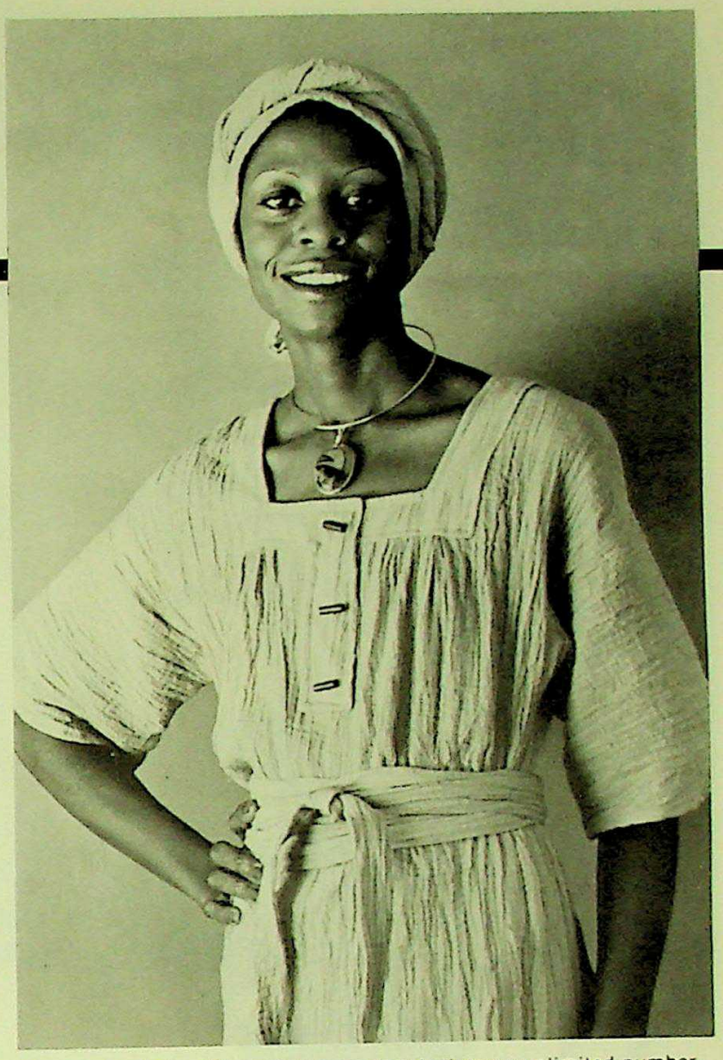
Hypo-Allergenic and stylish. Unique Jewelry has designed the first collection of dermatologist-tested and approved pierced earrings, made of unplated surgical steel. Gold and silver hoops are available in a variety of sizes and widths, including wedding bands, Florentine-finished "Bamboo" bangles and buttons. At 385 Fifth.

Canvas and vinyl team up for a year-round success story. This summer's favorite: black canvas and camel trim. Other combinations: navy and camel, red and white, natural and camel and natural and white. At $10 by Markay Bags, 15 E 32 St.

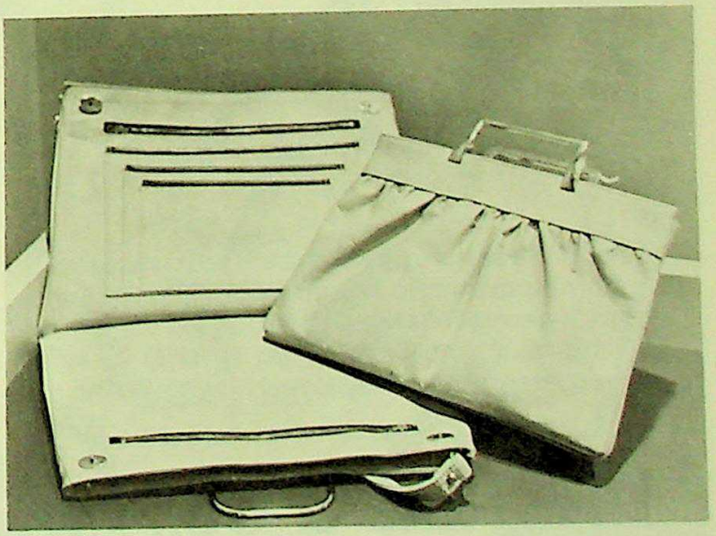


Couture En Cuir, a collection of leather accessories designed by Givenchy for Baronet. The jacquard signature motif is available in dark blue/grey or dark brown/tan combinations. At Baronet, 411 Fifth.

A 1976 celebration of liberty prints. Tiny wild flowers flourish in this series of prints, fashioned into a variety of shapes by SM Bags, 15 E 32 St.

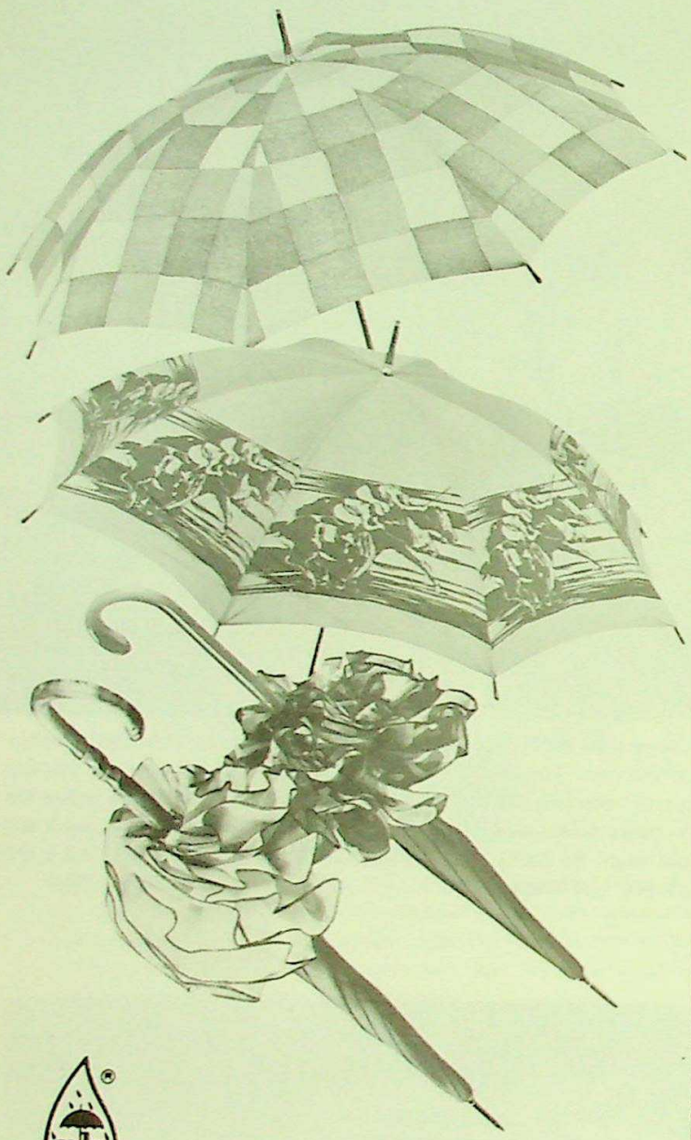


Stone art—today. Carol Lieberman handpaints an unlimited number of designs. The stone is grooved, wrapped and hung on a sterling silver neck ring ($13.50). At Zentall, 389 Fifth. **The crinkle cotton top** in dusty pink—also in brights—has wooden toggle buttons and a self obi sash. By Cathy Accessories, California Apparel Mart, 110 E 9th Street, Los Angeles.



More than meets the eye...one, it's a shoulderbag, tuck in the strap and two, it's a clutch—with handles. Unsnap it and it's an organizer's delight with tiered pouches and zippered pockets. In ten colors of soft vinyl at $19. By Magda Makkay for Charisma By MakeWell, 5 E 33rd.

humbrellas!



Why the "h"? Because **pk** will change your umbrella sales from **hum**drum to **hum**ming. And that's because **pk's** genius for styling has changed the umbrella itself from simply a rainy-day seller to a key fashion accessory with sales appeal the year 'round.

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(continued from page 23)

standardization of sizing, and such a myriad of materials, widths, and colors and the word belt becomes synonymous with challenge or nightmare (depending on one's particular proclivity).

Despite all this, belts are selling well. According to Pearl Degenshein: "Buyers neglected belts last year, this year dollar-wise as well as unit wise we're 25 to 30 percent ahead." At Omega, Joel Pinsky believes that: "When money is tight, accessories always sell well. Belts are definitely getting stronger." At Abbe Creations, Don Ulisse reports that the January market was "beyond expectation" and David Mehler at Dame Belts states that: "This was the best January market we've ever had; we're 35 percent ahead of last year's figures."

Retailers, too, are keeping a close eye on their belt departments. Marty Denquit of Casual Corner stores believes in "bringing in enough of an assortment to allow our customers to tell us which direction to take. We're shopping the market quite frequently but expecting naturals and stretches to be the bulk of our reorders." Another New York buyer for a major department store is putting her bets on elastic belts in bright colors, metal goosenecks, and skinny leathers. "We seem to have saturated our customer with cords and naturals and are attempting to more carefully define our particular customer's preferences."

Merchandising — A Mutual Responsibility

The traditional problems are apparently not insurmountable. There seems to be a greater communication between buyer and manufacturer in regard to effective merchandising techniques. An increasing number of belt manufacturers are aware that the sale doesn't end with the order and are offering helpful suggestions on such matters as display, visual aids, and sales approach.

Omega provides a complete full-color catalog with prices and descriptions of all its merchandise. Andy Pizzo of Accessory Street believes that: "Customer interest is there and she wants to learn. Effective visual aids such as television, slide shows, and special demonstrations can take advantage of this fact." Mr. Pizzo pointed out that: "Heaviest promotions should be scheduled for late spring, especially April and May. The Christmas season is not especially lucrative for belts since they seem to be a personal item and those heavy winter coats may inhibit sales more than we realize. Customers are reluctant to take off their coats and try a belt on. I also believe that the institution of a belt association might lead to greater standardization of sizes as well as offer specific merchandising aids and ideas."

The treatment of first floor accessories is undergoing radical changes in today's department stores. In attempting to institute the advantages of the small speciality store, department stores are paying greater attention to their merchandising techniques. Accessories are receiving more definition and are being categorized by customer type, price, a particular fashion story, or materials, such as the naturals. With the tremendous interest in accessories, this close attention to detail and institution of more creative merchandising practices can only benefit all: the consumer, the retailer, and the manufacturer. Belts know their lines well and under the spotlight of these new merchandising techniques, have every opportunity of becoming a star category.

Umbrellas

(continued from page 27)

his, in cotton at $15 retail, include floral, geometric, stripe and paisley motifs. Convertible shoulderstraps are popular on both standard and oversized styles, with the spring mood conveyed in comfortable, natural materials like burlap and macrame.

At Just Richard for American Umbrella, December '75 was a record month, according to Fran Ziskin, and monograms — on T-shirts, slickers, canvas and leather bags ($24 retail) and umbrellas ($16 to $20) — were what made it. According to American president Phil Ziskin, umbrellas are about 65 percent of the company's total sales.

The spring print story at Just Richard emphasizes menswear and batik motifs, and shoulderstraps, according to Ziskin, are becoming a standard item. A new over-the-shoulder canvas duffle bag in khaki and navy will retail for $25.

"The last half of '75 picked up considerably," said Allan Birnbaum, president of Bilt-well Umbrella Co. "Christmas was a big rush and we finished way ahead." He attributed most of the industry's bounceback directly to the general increase in consumer spending.

Bilt-well's retail range runs from $4.98 up, and while volume remains greatest at the low end, Birnbaum noted an increase in higher-ticket sales.

Bilt-well's hottest holiday sellers were bright multi-color umbrellas in a variety of golf and oversized styles. Folding and telescopic umbrellas retailing at $7 and up were also good.

Birnbaum, for one, still counts the cotton oversized as a fringe item that sells mostly in major metropolitan areas. For spring, he predicts continued strength for his multi-color items and solid and two-tone oversized nylons at $9 retail. A new item is the push-button automatic "topless" folding umbrella in a retail range of $10 and up.

Just Howard, Ltd., is back in the umbrella business for spring, after a temporary hiatus related to his move to new facilities last year. Florals, plaids and ethnics tell the print story, in both the 24-inch oversized and a scaled-down 22-inch size. Retail prices range from $13 to $16. A clever fashion innovation is the self shoulderstrap which tucks away behind a glazed T-shaped handle, a $20 retailer.

In accessories, Just Howard offers a

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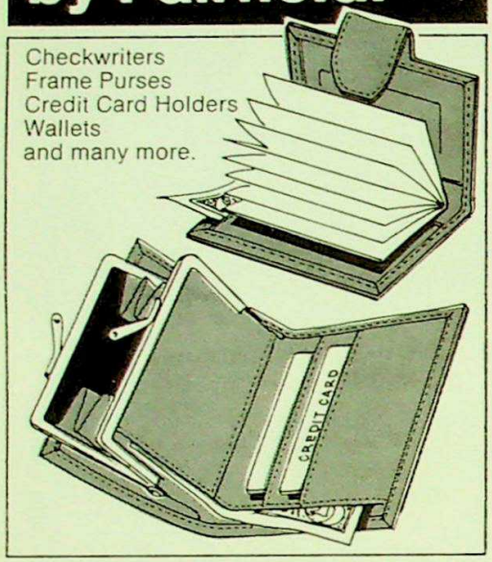


FranStef
330 Fifth Ave., NYC 10001 (212) 925-6050

(continued)

variety of all-cotton T-shirts and canvas and leather bags, and has introduced a new cotton duck "drench coat" with a detachable hood to retail at $30. One-day monogramming service is available on all accessories and on solid, Italian stripe and slicker umbrellas at $14 to $16 retail.

"The single most fantastic thing in our favor," said Joe Mason, vice-president of S.W. Evans & Sons, "is our five-year umbrellas frame guarantee." The guarantee, clearly tagged on each Evans umbrella, has been available for a year and a half, and has paid off directly in increased volume, Mason said.

Evans' line concentrates on retail price points of $10 and under. Fashion dictates notwithstanding, the company's strongest items are vinyl bubble umbrellas and a patented "push-pull" nylon windproof style.

For spring, Evans has introduced a 22-inch wood shank style in ombre shades of nylon to retail for $10.

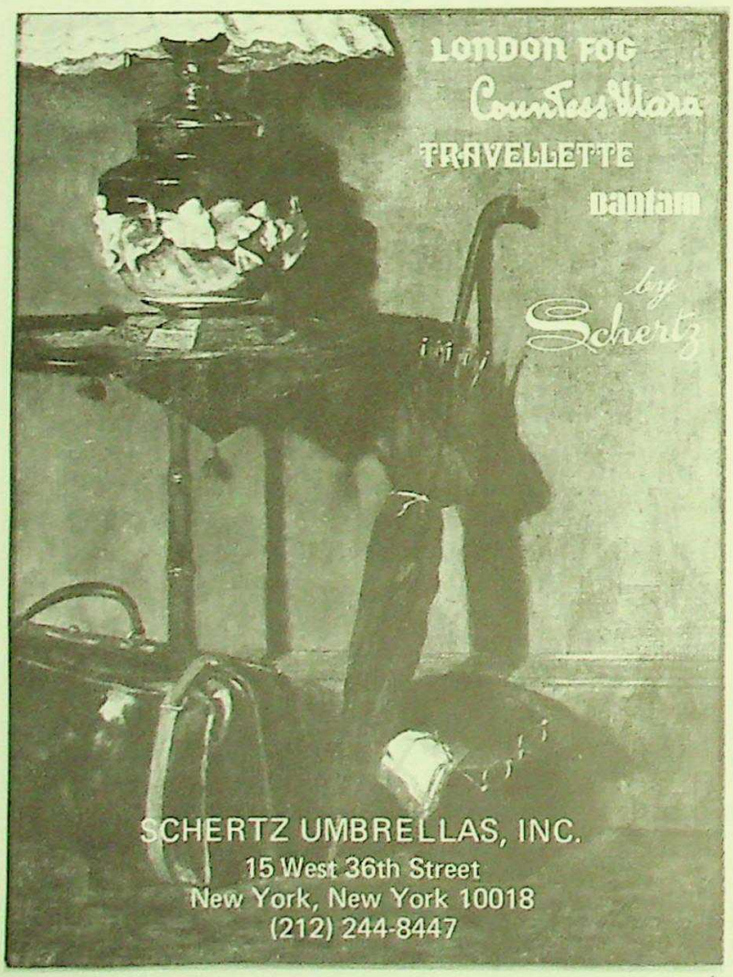
"We've seen a vast improvement in sales; January really kicked off very strongly," said Lawrence Katz, president of Polan Katz. "Umbrellas are practical and people have been pinched financially; they returned to giving umbrellas as Christmas gifts."

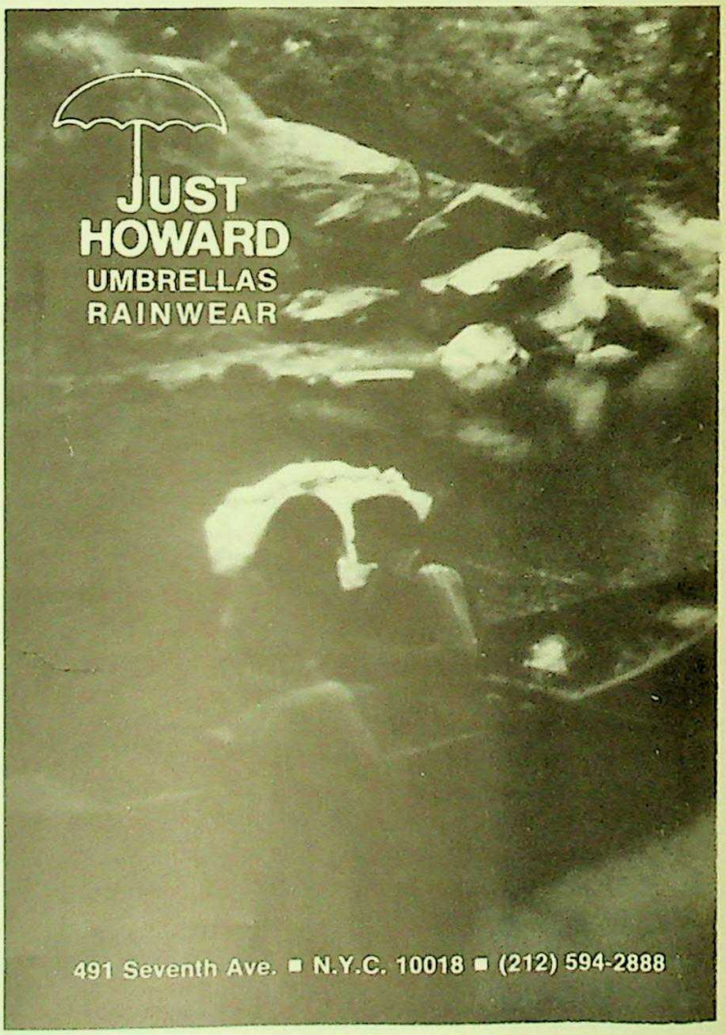
Katz reported gains in travel umbrella sales and in cotton fashion prints on both standard and oversized wood shafts. Spring fashion patterns include a mattress ticking stripe and a tie-dyed patchwork. "These umbrellas have become more popular among young people, and unit sales have been hauled up," Katz noted.

In addition to cotton prints, Polan Katz' fashion line features printed and solid nylons in both standard and oversized styles, some on contrasty black sticks.

Because small stores and branch operations often lack the personnel to sell novelties, Katz said, his firm has introduced an umbrella stand which provides descriptions of various styles such as the oversized wood stick, the "Touch 'n' Go" self-opener and the golf umbrella.

"I'm very optimistic," Katz noted. "The bubble wrecked umbrella departments a few years ago. Now we're back to real departments with a selection of varied, interesting-looking umbrellas for people with differing tastes."





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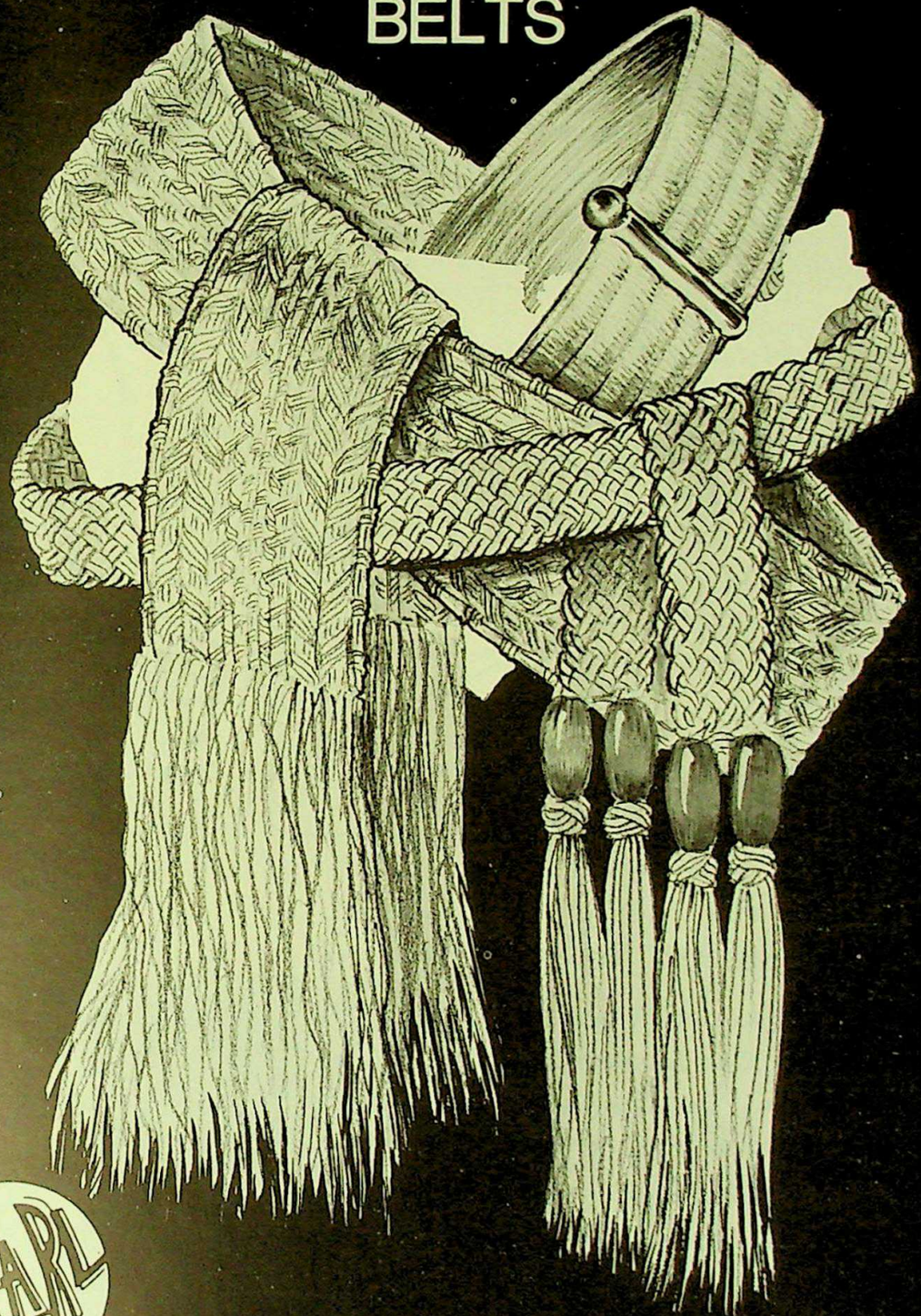

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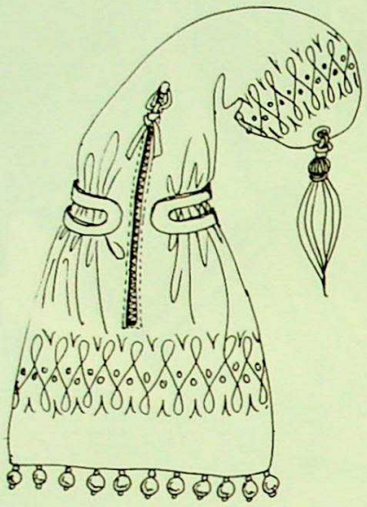
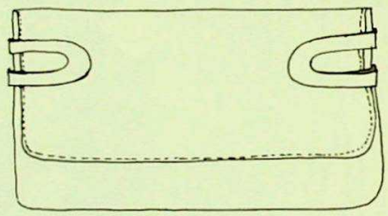
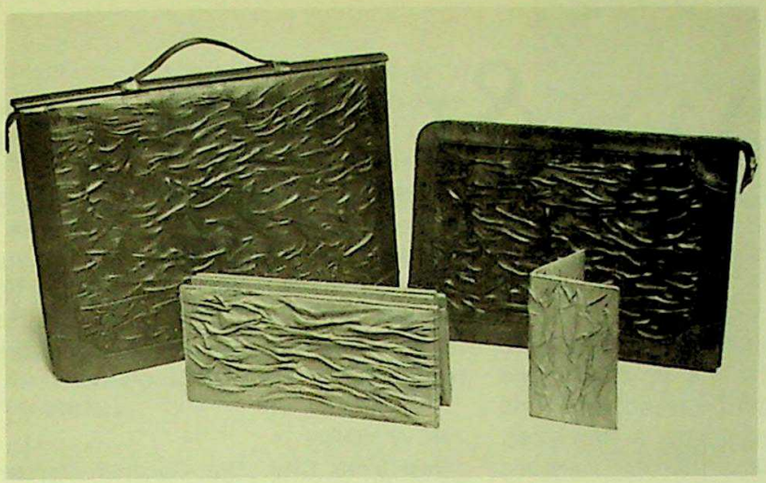


tasselled evening bag in embroidered silk brocade, fastened with two gilt spring clips

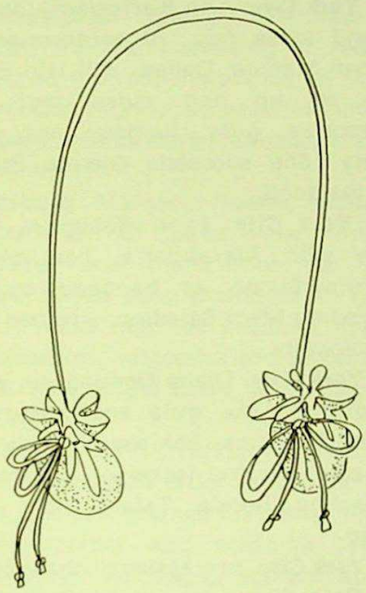
the same clips from Ferragamo in Bond Street, London in honey tan calf, with a soft flap on a firm body



"Windflower" (at left) created in leather and suede by Lesley Slight for the Pitt and Group. Clutch at right, called "Ritz", in calf. Belts to match - All in Pittard's new colors for spring-summer '76.



"Pinched Leather" fashion accessories - by Clive Shilton of England. Leather by Pittard.



Freedom for hands

two soft change purses made from soft unlined leather drawn together with knotted leather ties and hung on a long leather thong that goes round the neck or waist.

Seen a lot in Paris and made for England by Sandringham Ltd.

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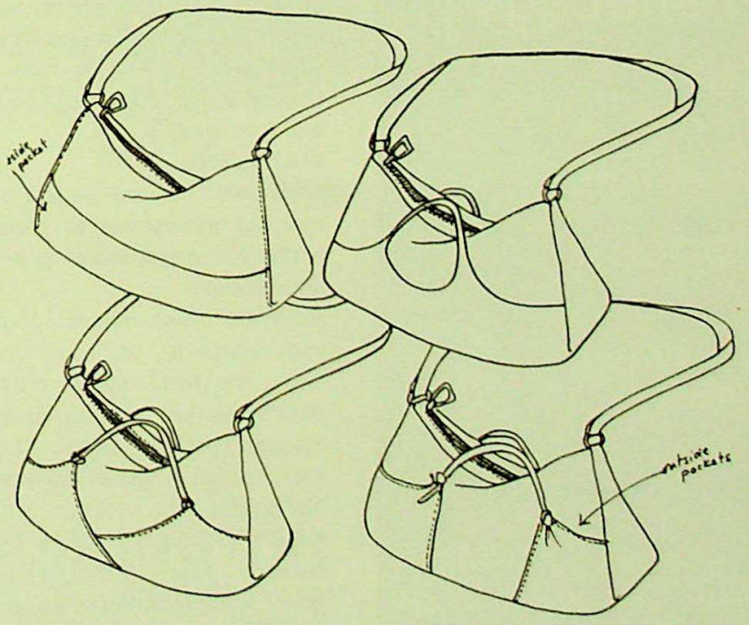
The soft horizontal two way bag



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News & Notes

RETAIL EXECUTIVE CHANGES

CALIFORNIA

Los Angeles. Elaine Lai, former asst. hosiery buyer for the Broadway, has been promoted to buyer of junior and contemporary handbags, a new post. Claire Reichman, former handbag buyer, will now concentrate on traditional handbags.

Hayward. Sheldon Milchman, former mdse mgr. of mens and boys wear for Mervyn's specialty chain, has been promoted to vp and gen. mdse mgr. of the mens and childrens divisions.

COLORADO

Denver. In a realignment of merchandising duties at the Fashion Bar, Alex Miggas has been promoted to div. mdse mgr. of sportswear, accessories and girls wear.

GEORGIA

Atlanta. Virginia Wheatcroft, former dept. mgr. of budget store hosiery and fashion accessories at Rich's, has been reassigned as dept mgr. of young junior sportswear. She succeeds Pattie Cherry, who resigned.

INDIANA

Indianapolis. Mary Thompson has been named accessories buyer for the Sycamore Shops specialty store div. of L.S. Ayres & Co., succeeding Linda Barnes, who resigned.

Indianapolis. In a realignment of merchandising responsibilites at L.S. Ayres & Co., Carolyn Wiggers, vp and div. mdse mgr., has relinquished sportswear and will now be responsible for fashion accessories, luggage, cosmetics and fine jewelry.

MARYLAND

Baltimore. Richard Siejack, div. mdse mgr. of accessories at Hutzler's, has added the merchandising of cosmetics and fabrics.

Rockville. Allan Barnett, formerly with Woodward & Lothrop, Washington, D.C., has been named mdse mgr. of sportswear and accessories at the Miss Harper specialty chain. The chain is represented in New York by Loweth-National.

NEW JERSEY

Newark. Marti Valko, former group mgr., was promoted to buyer of budget store hosiery and handbags at Bamberger's. She succeeds Mary O'Gara who will now buy budget store teenery, replacing Paula Vance, promoted to merchandise counsellor for budget store women's ready to wear and accessories.

NEW YORK

New York City. Bill Gardner, former assoc. mm of fashion accessories at Saks, has been promoted to vp and mm of ladies shoes.

New York City. Ann Kartushyn, former vp and mdse mgr. of accessories at Neiman-Marcus, Dallas, will join Bonwit's as vp and mdse mgr. of accessories, gifts, luggage and stationery. She succeeds Glenda Price, who resigned.

New York City. Lynn Robinson, formerly with Alexander's, has joined Franklin Simon as handbag buyer, succeeding Mary Saledino, who has left the company.

New York City. Diana Dominguez, who relinquished the girls sportswear at Frederick Atkins, has assumed duties as market rep for neckwear and belts, succeeding Beckie Tafaro, who resigned.

New York City. In a series of changes at The Cato Corp. (based in Charlotte, N.C.), Jay O. Emry has been promoted to buyer of handbags and jewelry, succeeding Lisa Gervolino who will now buy junior dresses. Diane Aronowitz, former junior dress buyer, was promoted to mdse mgr. of accessories and dresses.

New York City. Phyllis Albertson, former div. vp and gen. mdse mgr. of shoes for May Merchandising Corp. has been promoted to vp and gen. mdse mgr. of upstairs fashion apparel, accessories, intimate apparel and childrens wear.

New York City. Effective March, Morton Weiss, mdse mgr. of shoes and accessories for M. O'Neil Co., Akron, Ohio, will join Gimbels New York as div. mdse mgr. of shoes and accessories. He will succeed Thomas Timen who resigned to join Lord & Taylor.

New York City. Marianne Mooney has been promoted to buyer of costume, fashion and Indian jewelry for Saks, replacing Eric Richmond, who resigned. Margaret Hayes, formerly with Bloom-

ingdale's, has joined Saks as buyer of cosmetics, fragrances and related accessories.

New York City. Byron Midgette, former buyer of budget store mens furnishings, accessories and gifts for Associated Mdsg. Corp., has been promoted to mdse mgr. of budget store mens and boys wear and home furnishings. Dorothy Greiner, former mdse mgr. of budget store rtw is now mdse mgr. of accessories.

OHIO

Dayton. Mike Cohen is now buyer of costume jewelry at Rike's, succeeding Georgette Tagami, who resigned.

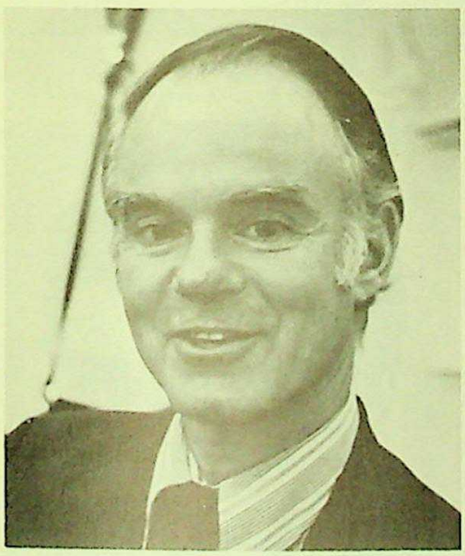
PENNSYLVANIA

Philadelphia. Stanley Fishman has added the merchandising of ready to wear to his responsibilities as vp and gen mdse mgr. of accessories, intimate apparel, mens, boys and childrens wear at Gimbels.

Pittsburg. Margaret Ruane, former div mdse mgr. of junior wear, intimate apparel and maternities for Kaufmann's, has been promoted to vp and gen. mdse mgr. of intimate apparel, accessories, cosmetics and junior wear. She replaces Sid Cohn, who resigned.

TEXAS

Dallas. Martin Hackel, former asst. director of mail order at Neiman-Marcus, has been named div. mdse mgr. of contemporary and costume jewelry, millinery, handbags, hosiery and fashion accessories, succeeding Anne Kartushyn, who has joined Bonwit Teller, NYC.



Bill Gardner --Saks Fifth Avenue

(continued)

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The largest and most varied fashion show in the country is coming to Chicago with over 800 lines of contemporary fashions and accessories. All under one roof, in open booths, retailers and buyers will be able to coordinate and survey the newest in men's and women's fashions and the all important accessories, creative jewelry and gift items.

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City _____

State _____ **Zip** _____

Names of other Registrants:

_____

_____

_____

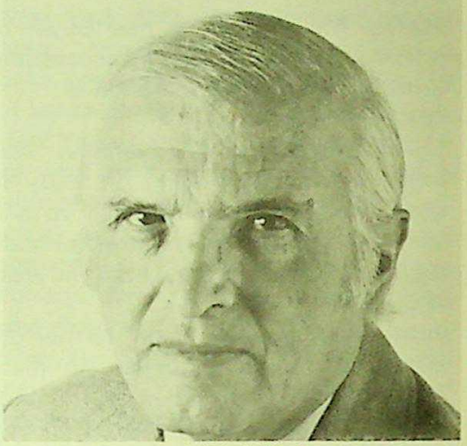
News & Notes

(continued)

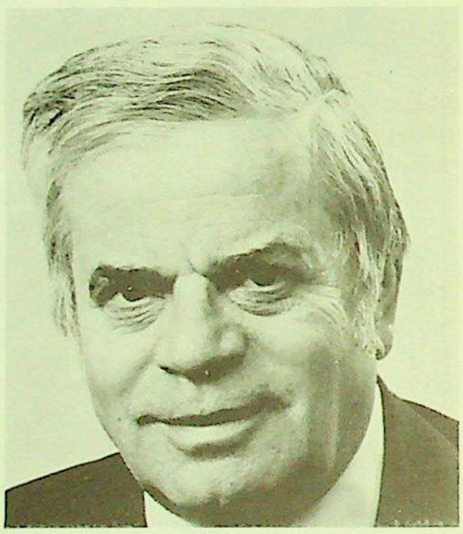
Leather Industries of America, public relations division of the Tanners' Council of America, has announced the recipients of its thirteenth annual "American Designer Awards." The honored stylists for the three specific categories are: Handbags: Isadora Baron for Baron International Corp., Sy Egan for Letisse, and Bonnie Cashin for the Meyers Mfg. Co. Leather Belts: Ruby Lax for Garay & Co., women's belts, and the Design Team of Adolph Weiss and Ken Edrich for Hickok, men's belts. Personal Leather Goods: the Design Team of Al Seamon and Louis Seamon for A. & L. Seamon and Joe Felkel for Meeker Leather Products.

The awards will be presented at a cocktail reception at the New York Hilton on March 9 during the Leather & Allied Industries Exposition.

Bonnie Cashin

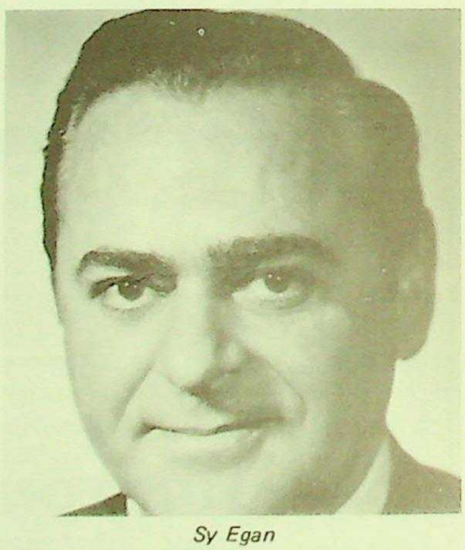


Adolph Weiss

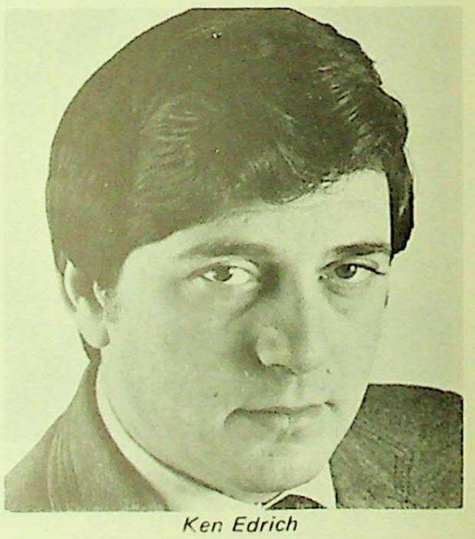


Ruby Lax

Isadora Baron



Sy Egan



Ken Edrich

(continued)

MY-O-PI-A, a condition of the eye in which the rays from distant objects are not brought into proper focus, forming an indistinct image. SYN: SHORT-SIGHTEDNESS

FORE-SIGHT, n. Act or power of looking forward; action in reference to the future; provident care; prudence; forethought. SYN: PLANNING AHEAD

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News & Notes

(continued)

Newly elected officers of the **National Fashion Accessories Salesmen's Guild** are: president: Morton Krauss; 1st vp: Ira Witt; 2nd vp: Burton Seltzer; 3rd vp: Sidney Gans; treasurer: Maurice Feinsod; financial secretary: Sam Kauff; recording secretary: Mack Bergoffen; and sgt. at arms: Joe Davinger.

Together Crafts has moved its office/factory from 112 Brighton Eleven St., Brooklyn to 601 W 26th St., New York, NY. The announcement was made by its president, Mark Binder. Together Crafts is represented by Lambchop for its ladies' and juniors' lines and Pyramid for its children's line.

A luncheon, sponsored on behalf of the UJA-Federation by the **Ladies' Handbag, Billfold, Accessories and Supplies Division**, presented as its guest speaker noted columnist Art Buchwald. The luncheon was held at the "21" Club, 21 W 52nd Street, on February 18.

NHA lists the following new members: Poor Richard's Ltd, 1415 Market Street, Denver, Colorado; Bradford Fashion-Made, Inc., 320 Fifth Avenue, New York, NY; National Handbag Co., 1036 W. Van Buren, Chicago, Il., Youngman Handbags, Inc., 115 W 30th Street, New York, NY; Natco Products Corp., 33 Factory Street, West Warwick, R.I.

The National Fashion and Boutique Show is moving to the New York Coliseum and will be held May 23-26. The open booth arrangement will offer retailers and buyers the opportunity to survey over 1000 lines of domestic and imported fashions.

Fashion Accessories Lodge of Bnai Brith is having its first annual dinner, honoring a member of the industry, on March 8 at Hutton's Restaurant. This year's honored guest is Don Lebowitz, mm/handbags for Felsway Shoe Corp.

Cathy Accessories, California manufacturer of fashion accessories has announced the appointment of Wanda S. Musgraves as administrative assistant to the president.

The **Third Italian Leather Goods Week** will be held at the Hotel Plaza, from May 11 to May 14, 1976. The show will remain open for the full day on Friday to allow time for final transactions. The announcement was made by Dr. Lucio Caputo, the Italian Trade Commissioner for New York. Approximately thirty manufacturers will be represented.

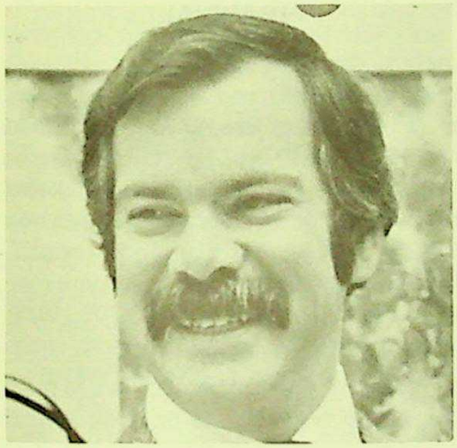
The Miami International Merchandise Mart's Gift & Decorative Accessories Show, held this past January, was a tremendous success, according to Larry Karel, show manager. Approximately 1959 stores were registered and buyer and guest attendance numbered some 5500. The summer Gift & Decorative Accessories Show is presently accepting reservations for its August 29-September 1 presentation.

Samsonite Corporation has promoted Peter Clarke Lathrop to the position of manager, product planning, for its Luggage Division.

Saul Schwartz has joined Gerry Marcher as a partner in **Gerry Marcher** Fashion Accessories, 347 5th Ave.

Ted Ginsberg

Hy Hilf



Barry Frankel

M. Richard Meyers

New officers of the **National Handbag Assoc.** are: Ted Ginsberg, Sol Mutterperl Co., president; Hy Hilf, Hilf Bag Co., vp; Barry Frankel, Lewis Purses Inc., secretary; M. Richard Meyers, The Henry-Richards Co., treasurer.

Bagg Masters, a new handbag firm, has opened a showroom at 320 Fifth, featuring leather, fabric, and vinyl domestic bags.

The California Mart has announced the appointment of Judith Alberty as director of public relations. The announcement was made by Sydney Becker, principal of the California Mart.

Sally Smigler, co-owner with her husband Murray of Surray Luggage of New Jersey, died January 2, 1976.

Mrs. Smigler has been active in the industry for many years. She had been a handbag buyer for twenty years, completed seven terms on the Handbag Committee of the NLDA, and had been nominated for the Board of Directors.

To Mrs. Smigler's family and to her many friends throughout the handbag industry, H & A extends its deepest sympathy.

(continued)

FOR HANDBAGS AND LEATHER BELTS designed by ANNE KLEIN IT'S CALDERON

The Spring **ANNE KLEIN** & **CALDERON** collections of belts and handbags are now being shown at our New York Showroom and thru our Sales Representatives. Appointments are suggested.

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ATLANTA: Adrian Monk • Merchandise Mart (7-G-3) • (404) 688-7131
NEW ENGLAND, NEW YORK, MIDDLE ATLANTIC STATES: Gabriel Pecci
FLORIDA: Jack Hottel

THIRD ANNUAL ITALIAN LEATHER GOODS WEEK MAY 11-14

Plaza Hotel, New York City, Eleventh Floor.

For the Trade & Press Only

for further information contact:
The Italian Trade Commissioner One World Trade Center New York City, 10048 212-432-9188
Suite 2057

News & Notes

(continued)

RETAILERS

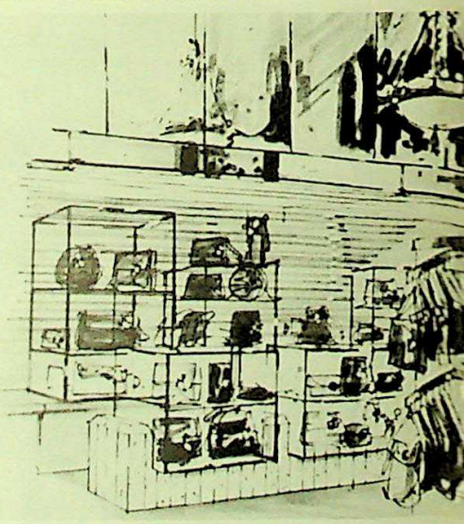
Montgomery Ward will open two new Ohio stores this fall. The new branches are located in Toledo, as part of the Greenwood Shopping Center and Sandusky, as part of the Sandusky Mall. Both stores will be one-level operations; encompassing 95,000 sq. ft. in Sandusky and 110,000 sq. ft. in Toledo. The announcement was made by J. Burke Gelling, sr. vp of the company's north central region.

Lord & Taylor's main floor of the Fifth Avenue store will undergo a face-lifting this summer, with Labor Day the target date. The basis of the plan, according to R.J. Pavlik, designer, is to "add contemporary materials to existing architecture." According to Joseph Brooks, chairman and chief executive officer of Lord & Taylor: "By creating a new shopping environment for this city's people, Lord & Taylor is reaffirming its commitment to the City of New York and its pride in being associated with it."

FINANCIAL

Jaclyn, Inc. reported sales for the second quarter and the six months ended December 31, 1975 as $8,657,100 and $21,104,500 respectively. This is an increase over 1974 figures which totaled $7,459,400 for the second quarter and $14,891,400 for the six month period. For the second quarter, net income rose from $399,100 (1974) to $495,700 (1975) and for the six month period, from $770,000 (1974) to $1,234,700 (1975).

Lord & Taylor's new look.



The Felsway Corp. had record sales and higher earnings for the third quarter and the first nine months of the current fiscal year. For the nine months ended November 29, 1975, sales increased 4.3 percent to $38,173,000 from the previous high of $36,590,000 for the 1974 period.

Sales for the third quarter increased 7.0 percent to $13,586,000 from a 1974 figure of $12,696,000.

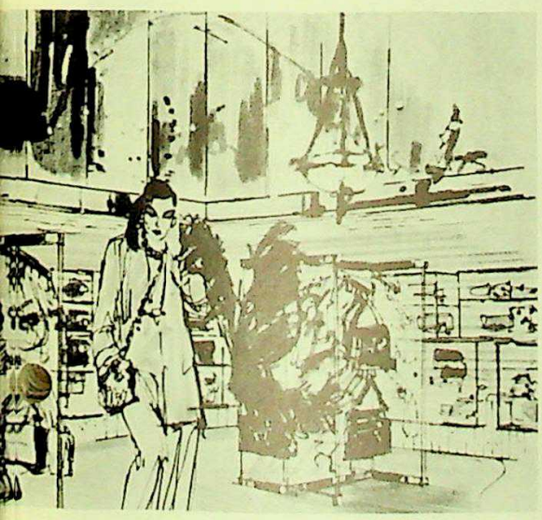
SCOA Industries has raised the company's regular quarterly dividend to 17½ cents per share from 15 cents. The increased dividend is payable March 15 to shareholders of record January 30.

SUPPLIERS

Whittaker Corp. and Martin Marcus have jointly announced that an agreement has been reached respecting the acquisition of **Marcus Brothers Textiles, Inc.**, a wholly-owned subsidiary of Whittaker, by Samuel, Martin and Arthur Marcus, who are now active in the management of the company. Marcus Brothers Textiles is an independent converter of woven and single knit fabrics. Whittaker Corp. is active in the metals, technology and life sciences, marine and chemicals fields.

Formation of **Silpron Corp.** for the marketing and distribution of vinyl and polyethylene film and sheeting and other plastic products has been announced by Alfred Silverman, president. Headquarters are at 25 Central Park West, New York, NY 10023.

GESIPA Fasteners is the new American subsidiary of GESIPA International Fastener Group, headquartered in Frankfurt/Main, Germany. Executive offices are at 625 Madison Avenue, NY. GESIPA is a manufacturer of blind rivets and riveting tools.



S.A. "Zip" Poppe, senior vp at **Talon** has been honored as Man of the Year, by the Women's Garment Manufacturer's Supply Association. Mr. Poppe, who has been at Talon for 40 years, was truly a zipper pioneer. He plans on retiring this December.

Great Lakes Buckles Bicentennial design for its belt buckles has been officially recognized by the American Revolution Bicentennial Administration. Information on the buckles may be obtained by contacting Great Lakes at Box 744, Kalamazoo, MI. 49005.

PUBLICATIONS

The new Official Leather Color Books for spring and summer 1977 are now available, according to the Tanners' Council Colors Committee. One of the books is devoted to men's and boys' shoe and accessory leather colors and another to women's and girls' colors. Price is $19 for each and subscriptions will be filled in the order of their receipt.

PERSONALS

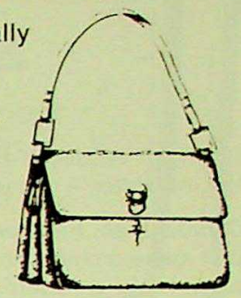
The Cake Caper

It was the beginnning of market week
and all up and down,
the streets off Fifth Avenue
buyers could be found
Dashing from showroom to showroom
seeing new merchandise,
but at Markay Inc.
they found a surprise.
It was the birthday of Sam
and through mysterious sources,
a cake had arrived
of the most magnaminous proportions.
It was decorated with handbags
replacing leather with icing,
and the line it presented
was certainly enticing.
All up and down Fifth
buyers heard of the cake,
and on Wednesday the 7th
convened to celebrate.
In today's changing market
we must alter our assumptions,
and remember that a line, after all—
is for human consumption!

Happy 80th Sam!

Irving and Hannah Peyser recently celebrated their 50th wedding anniversary with a party of fifty guests. Mr. Peyser, of Embassy P.P. Inc., has been in the handbag business since 1918.

expert handbag repair



- Unconditionally guaranteed
- All bags returned within 5 days from arrival via UPS
- No quantity too large

If you have any question, please contact our Lou Jacob, who will be glad to help you.
We pay for return freight on all repair orders of $50.00 or over east of the Mississippi, and of $75.00 or over west of the Mississippi.

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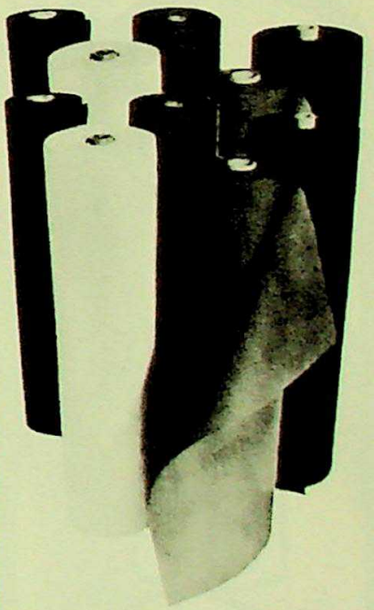

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Compo know-how has made spectacular advances — progress that has brought high frequency flow molding to a point where it has become a basic and vital production process. It is a major factor in manufacturing today — many companies feel that high frequency flow molding is essential to their economic survival — it may be to yours as well.

Whatever your product or production requirement, Compo has a specific machine that will meet your needs or we'll design one for you. Why not discuss your product line with us — find out what Compo High Frequency Flow Molding can do for you.

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COMPO INDUSTRIES, INC.

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Show Calendar

Modacalzatura—30th International Exhibit of Footwear Fashions, Leather & Hides, Leathergoods
March 6-9
Piazza Costituzione, 6
Bologna, Italy

Leather & Allied Industries Exposition
March 9-10
New York Hilton
New York City

4th Annual Goldsmith's Hall Exhibition of Jewelry and Sterling
March 22-25
Goldsmith's Hall
London, England

Southern Apparel Exhibitors
March 27-30
Miami International Merchandise Mart
Miami, Florida

Sele-Mipel
April 2-5
Palazzo degli Affari
Florence, Italy

5th Sel-Ca, Exhibit of Italian Footwear
April 24-26
Palazzo delgi Affari
Piazza Adua
Florence, Italy

II Sudpel International Exhibition of Leathergoods, Gloves, Accessories, Machines and Components
April 24-27
Piazzale Vicenzo
Naples, Italy

8th International Leather Goods Show
May 11-13
Hotel McAlpin
New York City

(continued)

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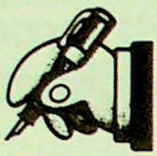

Letters: Speak out Pro & Con Business Changes, Social News.

AFTER ALL. . .

WE'RE IN THIS TOGETHER !

Write: Renee Brown Prowitt, Handbags & Accessories, 80 Lincoln Avenue, Stamford, Conn. 06904

Show Calendar *(continued)*

3rd Annual Italian Leathergoods Trade Week
May 11-14
Plaza Hotel
New York City

National Fashion and Boutique Show
May 23-26
New York Coliseum
New York City

Southern Apparel Exhibitors
May 29-June 1
Miami International Merchandise Mart
Miami, Florida

29th Mipel, Italian Leathergoods Show
June 4-8
Milan Fairgrounds
Pavilion 30
Milan, Italy

International Gift Show
June 13-17
New York Hilton
New York City

China, Glass, Giftware Showroom Show
June 13-17
225 Fifth Avenue
New York City

11th Annual Northeast Craft Fair
June 21-27
Dutchess County Fairgrounds
Rhinebeck, New York

Gift & Decorative Accessories Show
August 20-September 1
Miami International Merchandise Mart
Miami, Florida

NEW YORK
DALLAS
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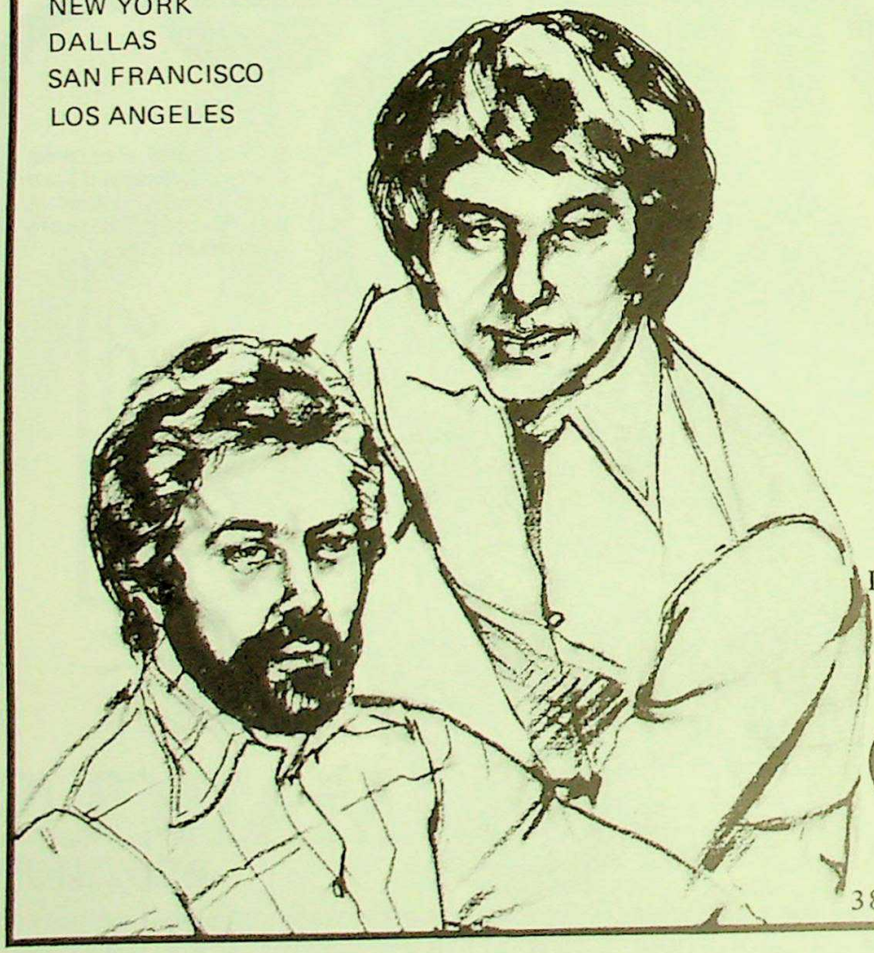

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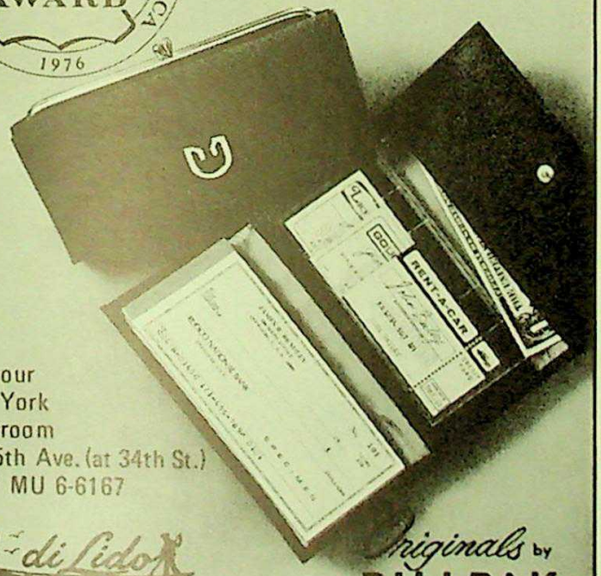

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Midwest Report

(continued from page 8)

The other mannikin accessorizes a french-cut T shirt with stone buttons and woven string skirt with fringe and a crochet ecru-shawl draped about the hips. Add multiples of bangles in jute and hand-painted woods, and a big straw hat with a colored burlap shoulderbag with an aztec bird motif.

These striking mannikins front a new in-store concept — Folk-Lure Fantasies — an exciting cultural exchange with our South American and Mexican neighbors. All seventy-six Paul Harris stores recently designated the rear portion of each branch as the Folk-Lure Shop (a choice of space that pulls the customer through the store and makes a normally dead area the most visually captivating of all).

The ethnic influence has endured despite the whims of fashion and according to Helen Price, vice-president of accessories and promotion, the Paul Harris organization strongly believes that the total coordination of a message has the best consumer impact. An area geared to the artisan influence seemed a natural for these junior specialty stores and once the idea originated, every department pitched in to make this concept a success.

Display understood the intrigue of the unusual and outdid themselves in creating natural habitats for showing the merchandise under the aegis of Dan Evans, vice-president of store planning.

Everything in the entire area is housed to be sold and all fixtures are handcrafted. Dowel rods, natural ropes and

Mannikins add interest and sales appeal to the sales floor of this Paul Harris store.

wicker hooks are juxtaposed with matchstick blinds and baskets letting the bright colors of the merchandise itself provide the excitement. Only the Mexican God's eye design is woven in bold yellows, reds, blues and greens.

Jewelry is housed in tripod devices holding flat cylinders filled with coffee beans or cork chips. Clear lucite domes are tied with colored yarn that is easily unlaced. This provides the extra security needed for jewelry and adds a contemporary touch. You can find all kinds of earthbound accents from ceramic and clay beads, jute and straw bangles to aztec pins.

The scarf units are a series of natural rope triangles set in a ladderlike effect 23'' wide and 3' high on wicker hooks. The patterns and colors of the 200 scarfs are carefully woven together transforming these units into pieces of art.

The same is true of the angled dowel rods that are placed on one wall housing a myriad of straw hats. The gauze crowns and trims in Gauguin colors stimulate the senses as a piece of sculpture.

Hanging throughout the shop are dowels holding handbags as well as a main Y-shaped fixture (18'' wide and 7' tall). Straws, burlap, jute, macrame, canvas and serape woven materials in styles ranging from shopping to shoulderbag blend with the Guatamalan feeling and remind one of the shipside stands of handbags and hats on islands Americans love to visit.

Belts are in the primitive colors of the native dyes or woven ropes and cottons tied on suspended dowel rods. Shawls are a very important part of the total feeling whether swathing the shoulders or wrapping the waist. Especially fun is their use of the shawl in the nearby swim section — a natural hip-hugger that adds a low-slung intrigue to the beach scene.

A display with pizazz and efficiency——Paul Harris stores.

(continued)

GOOD IDEA!

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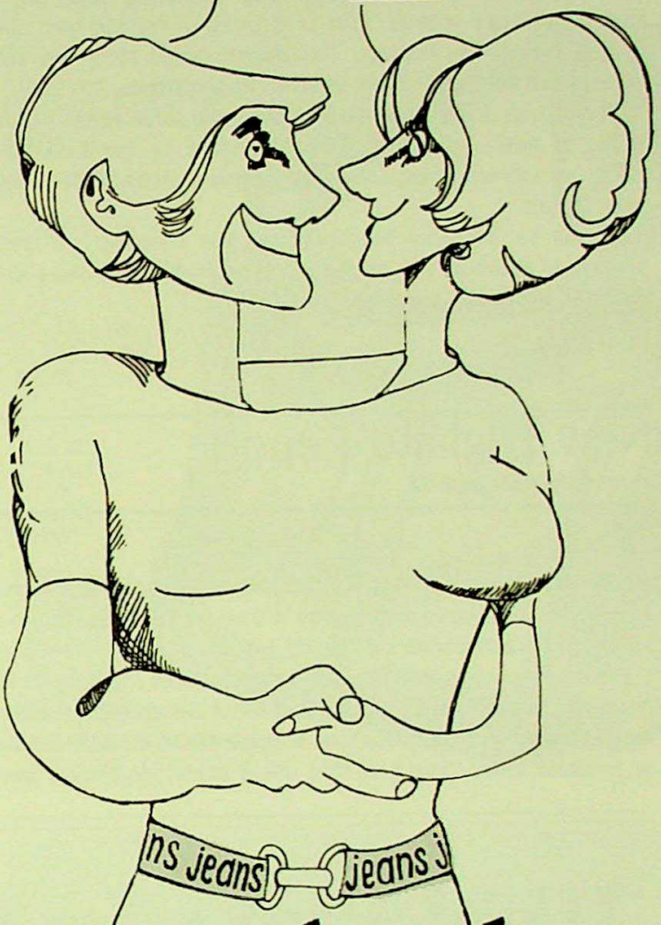

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Topping is in a variety of unusual styles. You can select a gauze angel smock with string tie or an off-the-shoulder beggar's cloth peasant blouse with Guatamalan stripe trim. There are beggar's cloth easyshirts with assorted asymmetrical stripes and woven neck-trims and the pared down big T shirts with batik inserts. Lots of striping in the big tops also add to the native feeling. The colors range from the soft natural blonde hues to the electric artisan fibers.

The string is the thing — and even the sales ticket plastic string is easily identifiable as belonging to the Folk-Lure Shop. Its vibrant orange and red makes merchandising easy on the eyes.

Kudos to the Paul Harris stores for bringing up their version of south of the border to liven midwest winters and doing it with such panache!

New England Report

(continued from page 8)

customers through an ongoing educational process within his store. Mr. Graubart believes that it is up to the store manager to bring to his customers a "total" fashion concept or feeling.

He accomplishes this through periodic sales meetings with his clerks, especially during the month of December, in which he illustrates the role of fashion accessories in creating a total or finished look. "We feel that every customer should walk out with one form of an accessory," says Mr. Graubart. "What we're trying to do is educate the customer into a finished look," echoes Ms. Reginal Danowitz, assistant manager.

Accessory grouping is another important part of Casual Corner's buyer education program. Belts, earrings and scarfs are grouped to catch the eye as you proceed down through the store. Scarf displays color coded with dresses and coats on the racks beneath them make it easy for the shopper to "finish" her outfit. Every window or free hanging display is accompanied by accessories.

Mr. Graubart believes scarves will be very important for spring and has one of the largest scarf inventories in the area which he replenishes two or three times a day!

"It's a beautiful feeling to add a scarf," says Ms. Danowitz. And, Casual Corner sales personnel encourage a finished look with scarves by providing each customer with an instructional sheet in the form of a square scarf bearing the Casual Corner colors — rust and brown. Each side of the sheet provides ideas on blending colors and shapes and offers instructions on how to tie a scarf in order to achieve a desired effect.

"We're trying to show a customer how many outfits can be made from one or two basic items with the aid of accessories," says Graubart. He feels that the importance of achieving a total look is a result of European influence in fashion. Paris designers have long encouraged a finished look and this idea is starting to take hold here. Mr. Graubart feels straw will be number one in handbags for spring with canvas also very important. "In the summer there is a totally relaxed

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feeling; people are on the go more so handbags play a different role." People want novelty as well as fashion in the good weather and choose different bags to suit their needs. Thus, straws and canvas being less expensive then leather become the natural choice for spring and summer. He feels that leather is more important in the colder months when novelty and mobility give way to practicality. Both Mr. Graubart and Ms. Danowitz believe that the fashion of straw and canvas bags is also influenced by the summer popularity of comfortable canvas or canvas trimmed with straw shoes and sandals. As Ms. Danowitz sees it, "New England has a comfortable fashion look in the warmer months."

In belts, we'll be seeing lots of natural leather and braid with a resurgence in stretch belts in neutral tones.

Mr. Graubart cites a movement towards color in the jewelry department. He sees a trend towards bright, vivid colors with the dusties still retaining importance. He feels that if the clothing industry goes toward naturals then accessories must be brighter in order to create a lively contrast.

Southeast Report

(continued from page 8)

Before Ms. Farber spoke, buyers were asked to take a brief quiz. The quiz, entitled "Test Your Retail Know-How," measured store efficiency and prepared the retailers for the main points to be covered in the discussion.

Ms. Farber advised retailers to first determine who their customer is — the type, numbers and taste levels of those who shop their particular store. She added that determining one's customer should be a continuing process in view of change. Changes in neighborhoods, incomes and ethnic patterns all affect customer profiles. "The keys to dealing with change are awareness and flexibility," said Ms. Farber. "Change insists on a review of such things as price range, styles, what your customer considers value and store updating." A review such as this may indicate a need to decrease the variety of merchandise and perhaps offer more depth. "Fringe merchandise can result in loss of profit," she warned. Ms. Farber described the best buyers as those who encourage sales people to mingle with customers, read trade magazines, know the magazines their customers read and tune in to manufacturer's representatives.

Retail skills and planning are cited by Ms. Faber as the best ways to meet and more importantly beat competition. In-store preparation for a market trip included a discussion of open-to-buy, defined as a mandate to buy, that encompasses on-hand stock and commitments to date.

A buying plan set before attending market is most important. The plan should consider open-to-buy and sales records of last year's sales for the same season. A buying plan summary projected on screen showed column one to include open-to-buy figures, column two, an estimate of spending for this year and column three, actual spending to be recorded after market.

"Re-order allocation is intelligent planning," Ms. Farber stated. She urged buyers to review, on a weekly basis, all open orders and cancel those past due, to open up dollars for

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(continued)

reorder merchandise. Pre-market, in-store planning, should also include salespersons' evaluation of fit, quality, selling performance, customer acceptance, delivery and re-order records for specific vendors.

"Buying is not the sole purpose of going to market," Ms. Farber said. Good relationships with resources, finding new sources of supply and observing fashion trends are other valid reasons for the trip. She suggested these Do's and Don'ts for buyers to follow:

Do have open-to-buy plans written down.
Do shop resources by classification.
Do scour the market before making commitments.
Do review notes at the end of the day.
Don't overbuy — better to be safe than sorry.
Don't get sidetracked — see planned resources first.
Don't be timid — discuss terms, shipping, etc. before leaving.
Do fill out orders with full instructions.
Do leave paper at market to insure prompt delivery.
Don't buy lines — buy the best items.
Do buy as close to season as possible.

Ms. Farber suggested that, after market, buyers hold immediate meetings with sales personnel to inform them of new trends, terminology and new items.

During the Atlanta Merchandise Mart's Monday evening fashion show, called "The American Woman," accessories were in the spotlight. Fashion coordinator Karen Massel highlighted emerging accessory trends.

A black jumpsuit served as basic fashion for belt and sash wrapping, which included a long cotton batik print scarf, wrapped obi style. The ethnic brights and bangles were important, of course, while soutache coupled with bright ceramic beads and/or coin or shiny metal told the neck story. Armfulls of shiny brights and natural wood or straw bangles continued the tale. Ms. Massel suggested that buyers also watch closely for interest in neckwear featuring one important piece.

Totes were popular in handbags, especially for weekending. A canvas "Getaway Bag" included outside pockets for tickets, sunglasses, magazines and separate pouches inside for makeup and jewelry. Ms. Massel also noted the canvas brights in round knapsack shapes with short-shoulder handles. "Straws cannot go unmentioned this season," said Ms. Massel. She chose vinyl with cane, Italian straws, boat shapes and totes to show buyers.

An accessories "how to" segment included coiling head scarfs, scarf tying on straw hat crowns and the evening's hit: Ms. Massel's jaunt down the runway to demonstrate the correct way to carry a clutch!

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Southwest Report *(continued from page 8)*

There were fun things. In jewelry, Red Cobra feels strongly about brights. They showed a whole series of necklaces and bracelets in red string and in batik fabric. Rose, of New Orleans, says: "Wear your pet rock around your neck." It works like a worry bead and retails for $2 with gift packaging included. Silver Connection showed handmade body jewelry and very long dainty chains, with a stone here and there, draped around the bikini-clad model's neck, ankle, tummy, and upper arms.

More fun things. Shoos offered snap-off sandals — different tops for wooden clogs. The sandals come in suede and canvas in all bright shades for summer. The flamboyant espadrille is back this summer with long ties to wrap up ankles, Roman style, thereby coverting free flowing trousers into harem pants or knickers.

There were elegant things. Anne Klein's black patent, short-shoulder strap bag with caning and her butterscotch shiny straw, a flat rectangle with an all-of-a-piece handle; 1928's sleek, clean silver with five different stone selections for its ring; Direction I's sequin and amber necklace; Pierre Cardin's signature bag, umbrella and scarf; Inca watches, copies of inexpensive designs with chain link bracelets or enameled faces.

There were colorful things. Catherine Stein's donut wooden bracelets in kindergarten colors; The Trunk Show offered gold tassels, circa 1917, for belts, pendants and show-off pieces anywhere; AIX molded porcelain beads with the Moroccan look.

Bags, bags, and more bags! Gone is the time when the consumer bought a summer bag. This is the year for several, especially with the advent of inexpensive cotton creations. Knapp Sack offers artesan appliques, woven crochet bags with fringe, bags in wrinkle cloth, denim and patchwork. Asbury shows huge totes that carry everything including a small tote for evening. Another is a semi-circular design that looks like it was made from a placemat and has a clay closure. Space and Designs shows "Junk and Things," more oversized totes containing His and Her bags. Carpet Bags of America shows large, close to the body, cloth bags — one with a bamboo handle. Phillippe of California does exciting things with jute trim on his naturals for summer.

Merchandising hint: tuck a scarf in a bag when you sell it — show the customer how it accents her costume and gives life to neutrals.

Scarves: still big and getting bigger. Bill Blass for Sally Gee color coordinates his with his wardrobe line and has an extensive variety in 24 and 27 inch squares and in oblongs. Phyllis Ann features fanny wraps, using a 27 or 28 inch square or a dressy shawl with oversize fringe. Carol Horn wraps three oblongs around the wearer — one encircling the head, another as a bandeau and a third as a belt.

Hats are here. Wider brim profiles — one, a patterned straw with rope trim by Asbury, can be worn for casual or dress affairs. Betmar hats have floppy brims and some gauze crowns or ticking bodies for fun times. They also show scarves

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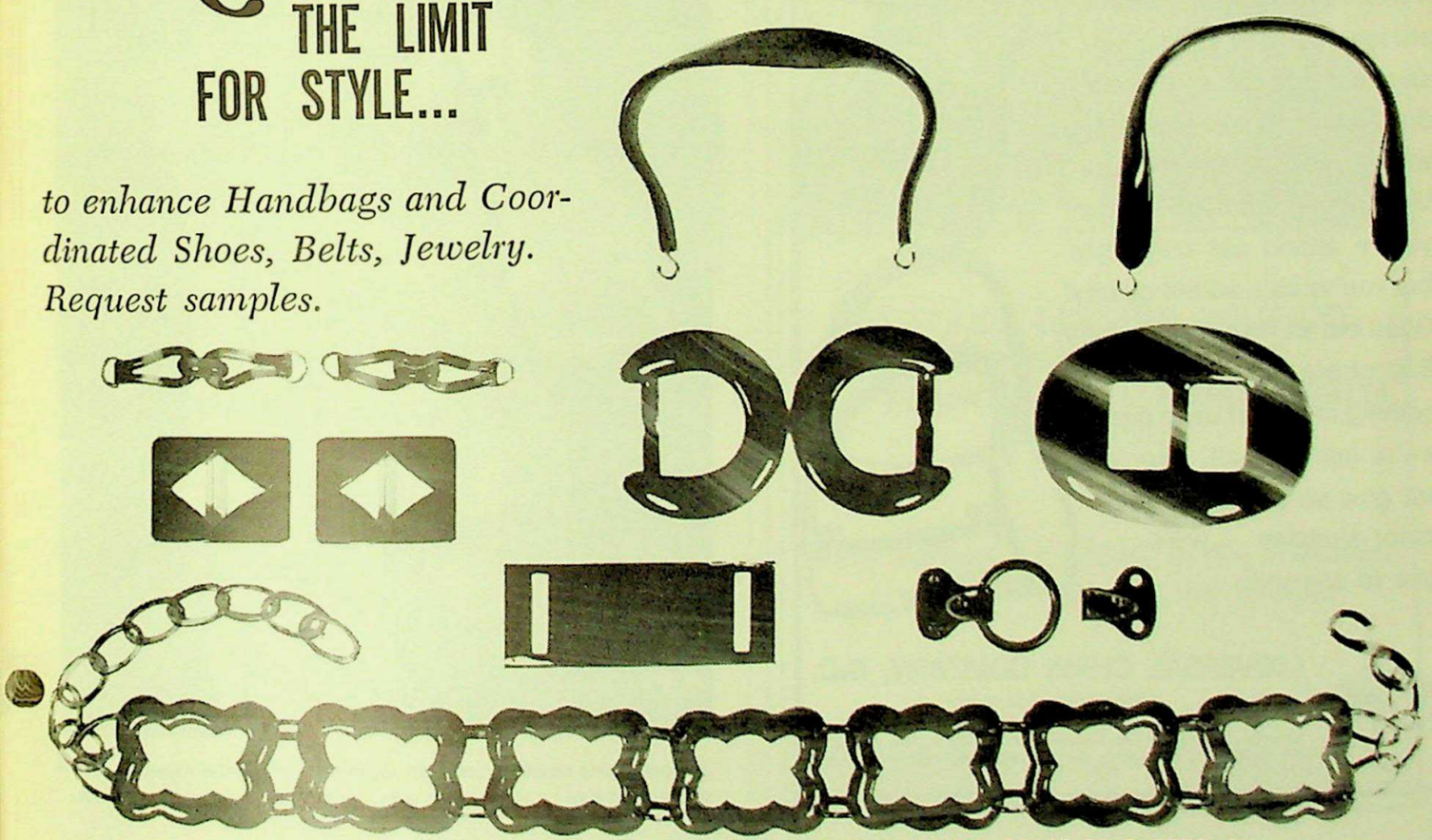

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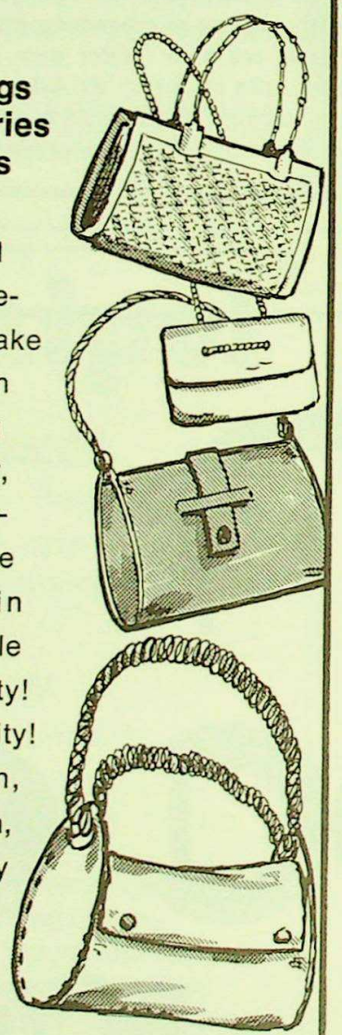

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coordinated with tops and bags in calico and denims.

Belts: sell the narrow ones three at a time to be worn just that way and be emphatic about the waistline. Cinch belts are still important, especially with tortoise closures. Sunglasses do much more than shade the eyes. Try the Elton John look by Pan Oceanic or Valentino's enormous candy stripe or tortoise frames. Or switch over completely to the 40s look with wire rims and diminutive lenses.

One who remembers the 40s is Willie Long Cowan, owner of the Willie Long shop in Marshall for the past 20 years. Her store caters to East Texas and Louisiana customers who favor a dignified, conservative approach to fashion but want accessories to individualize their classic styles. Napier is a big jewelry line for Mrs. Long. Her customers like pearls, liquid silver, and white for summer. The Gatsby style scarf, in 24-inch and larger sizes, is popular and she groups them by size on display racks, always demonstrating how they can be worn.

Tying scarves, according to Wayne Mangum of Mary's in Monroe, N.C., is quite a challenge. His is a specialty shop and accessories are a big part of his business. He displays jewelry in dark green velvet shadow boxes highlighted in gold against his celery colored walls. "We not only demonstrate how to tie a scarf, we teach the customer how to do it. I've seen my wife work 20 minutes with a customer until she knows how to achieve her individual look."

Jumpsuit gets accessorized with antique snuff bottle round the neck and basket bag on the arm at a recent Dallas Apparel Mart show.

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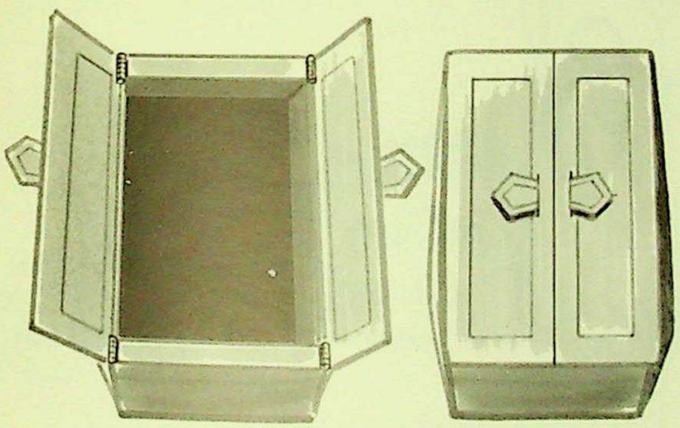

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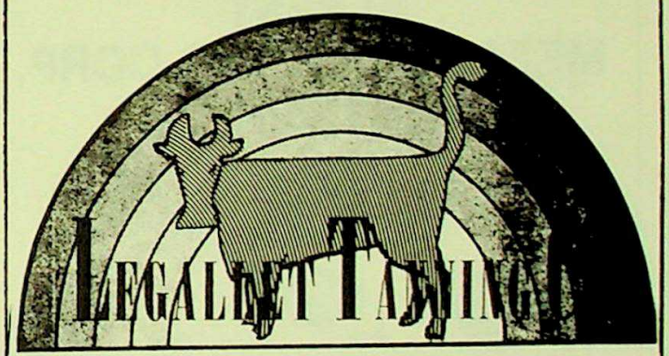

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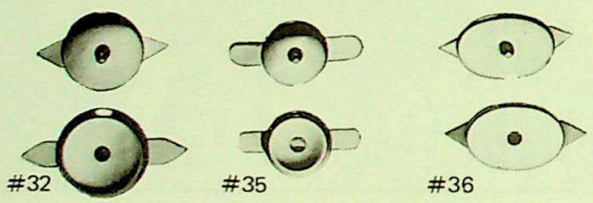

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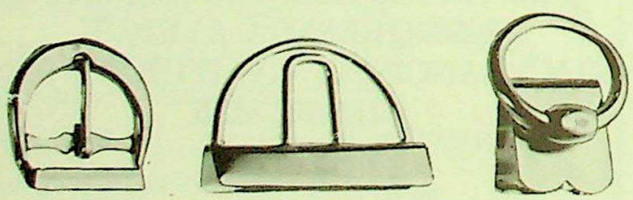

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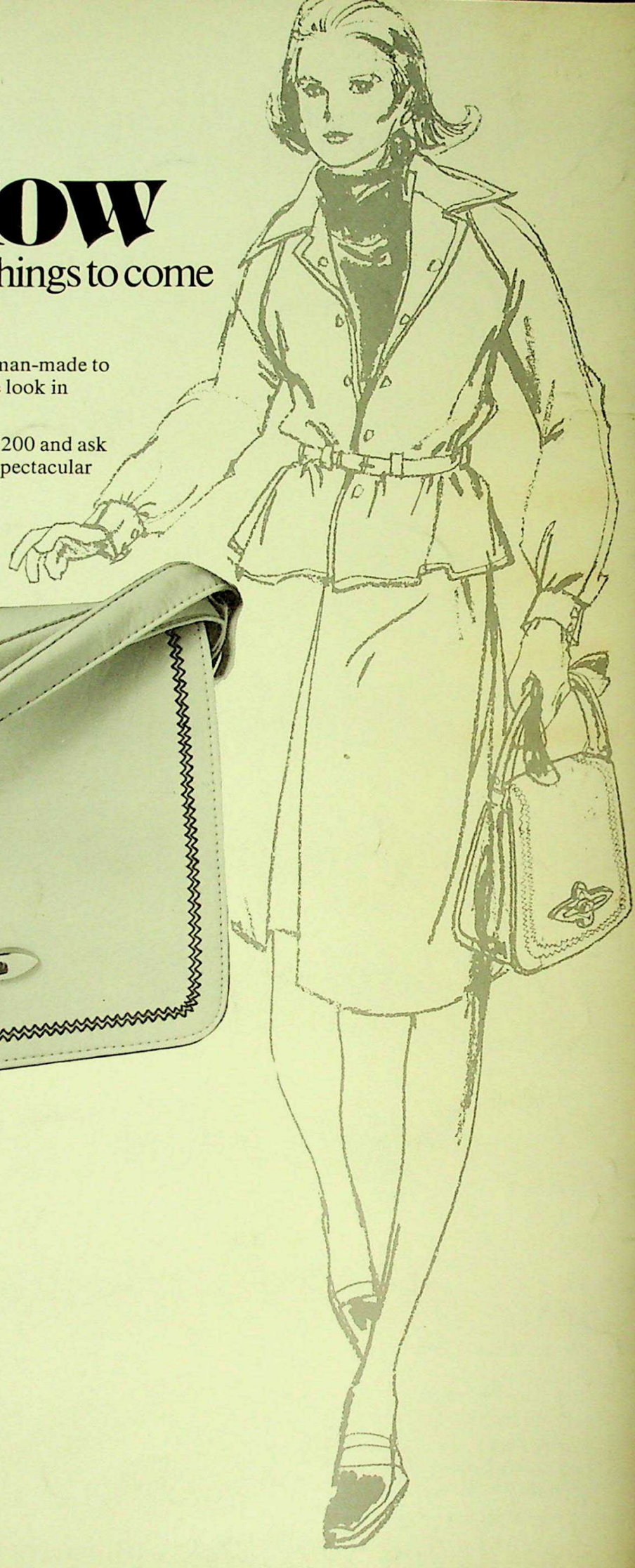

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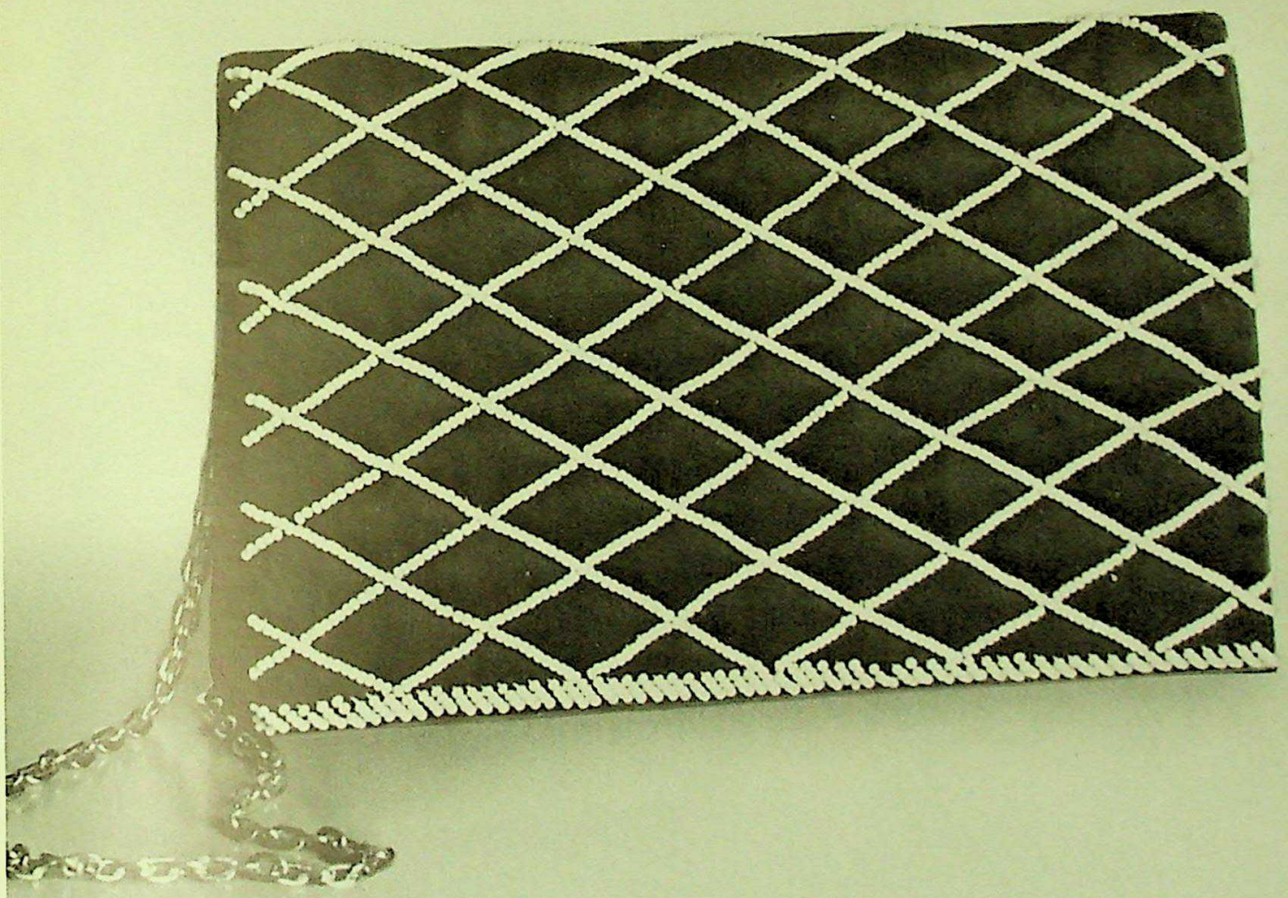

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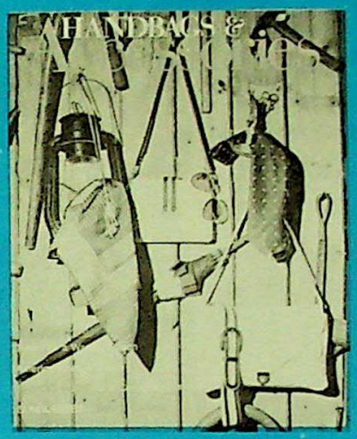

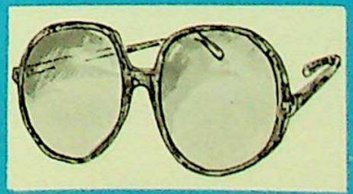

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APRIL, 1976

Reg. U.S. Patent Off. Vol. 78 No. 4

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Our cover
Red, white and blue for a Bicentennial summer...White metal-mesh evening bag trimmed with red/blue ribbon, Whiting & Davis. R/w/b scarf by Leonardi for Melody, blue bias tie scarf with tiny white stars, Cathy Accessories. White leather body bag by Phillippe; umbrella is Shedrain's. Gold starburst pendant on red cord, Castlecliff. R/w/b sunglasses from the Love tennis line by Tropi-Cal.

Special Feature
Time for a Wrap Session—the new scarf and shawl excitement. Illustrated how-tos on wrapping the body with these new scarf shapes.

In this issue
Canvas Bags—some of the new summer designs.

Sunglasses—fashion roundup of the new, bold glasses.

Fashions & Features

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Regional Reports

MIDWEST

By Joni Johnson

Chicago...Some twenty-three years ago Evergreen Plaza earned the distinction of being the first of the large shopping centers erected in the Chicago environs. Today, shopping patterns at the Plaza contribute towards the peak volume sales of both the Carson Pirie Scott and Montgomery Ward outlets. This gives the remaining 110 stores a very good feeling about their particular location as Paul Barnett, vice president of Barnett's Fashion Accessories testifies: "In our thirty-six years of business, twenty-three have been spent in Evergreen Plaza. Of course, there have been changes in the way we conduct our business over the years. Our strategy today is geared to item rather than line buying. We see what is available, buy a little, then reorder the hot fashion items. Open-to-buys are an absolute necessity!

(continued on page 57)

SOUTHEAST

By Carol Adams

Atlanta...A certain degree of savvy is evident when a shop maintains regular customer interest and also continually attracts new business. This knack is evident at Carolyn and Robert Goldsmith's Cricket Shop in Atlanta.

(continued on page 59)

SOUTHWEST

By Pauline Neff

Dallas...Ambiance—that mysterious element that is often intrinsically mixed with candlelight and mood music works just as well when applied to accessories. Two smart retailers who have created an atmosphere of fun and excitement to sell more accessories are Jean's Juniors in Canyon, Texas, and Titche's in Dallas.

The fun at Jean's Junior's starts with the decor which is slanted for the young. This shop, which just opened in March, is located across Fourth Street from the burgeoning campus of West Texas State College. Combine youth with West Texas and the look is all denim, bandanas and roughed out wood.

(continued on page 60)

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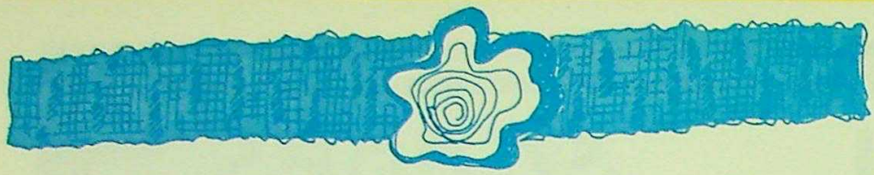
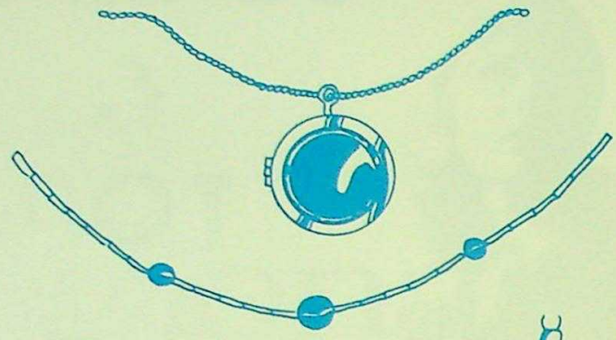
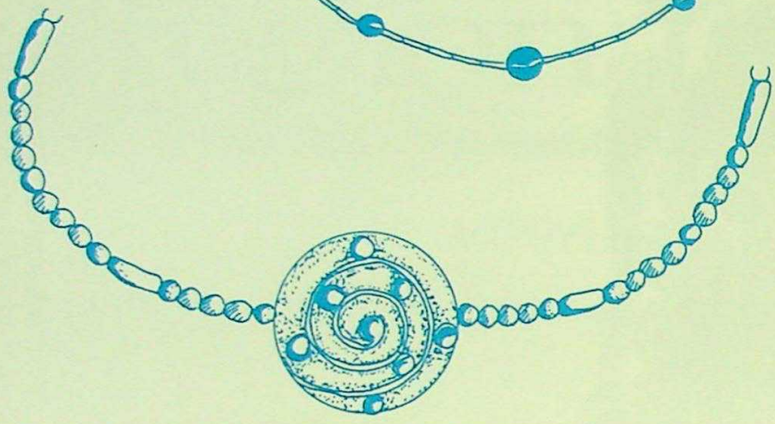




Burlap with natural wood, Slam Belts. Onyx and gold plate locket and liquid silver with semi-precious stones, 1928.



"Water bag" in canvas, F.C. Industries (Santa Catalina). "Contempotique" Moroccan drop Ethiopian silver and colored stones, Carole, Inc.

Fall Market Report:

California Accessories

By Diana Ho

California handbag and accessory manufacturers are heralding fall with a wealth of diverse looks and a general consensus that clean, clear color is important. Many designers are keying off of spring sales for direction—understandably so, since California had the jump on fall with their early market week in March.

"Natural" and "ethnic" are still strong passwords, but each has come a step further. "Natural" now has a touch of sophistication and "ethnic" reaches far beyond the serape look of spring. The trend is toward a truly international flavor with surface textures playing an important part in the transition from spring.

Dominant shapes in handbags are the unconstructed, close-to-the-body pouches, clutches with removable shoulderstraps, and luggage looks along both north/south and east/west lines.

Color and real gemstones mark the fall breakthrough in jewelry. Fabrication and versatile wearability are important on the accessory scene.

HANDBAGS TO WEAR, NOT CARRY

Knapp Originals, known for interesting fabrication and its strong sportswear-related philosophy of merchandising is telling the fabric story "and then some". Body-draping styles abound, with the sizes generally smaller than they were this spring. The bags, meant to be "worn" not just "carried," are designed with the sportswear trend in mind—picking up and developing the same fashion detailing found in clothing.

Texture is of top importance, easing into early fall with solid wide wale corduroy lined with haberdashery plaids, and covering the whole spectrum of surface interest from nubby Italian knits and imported blanket looks to suede cloth, rug rag, challis and velveteen. Pleating, shirring, braiding, fringing and pinking are all-important touches that give those textures even more dimension. Hand crafted one-of-a-kind looking trim is in keeping with the international flavor of the fabrics. Late fall fabrics include heavier imported blanket looks, stripes, novelty knits, melton cloth, Moroccan and Persian rug looks and hand wovens.

Funky Chunk/Wild Bill is showing ten to twelve definitive fashion groups. The silhouettes are roomy and unconstructed; the accent is on fabrication. Dark-toned canvas is teamed up with bright multi-colored French ribbon to give a casual look that "touch of class". "Egyptian tapestry", serape-related "ethnic stripe" and brushed horse blanket are among the textured looks in fabrics just begging to be touched—the surprise put-together being the open body bag combining horse blanket with shearling.

Canvas, both alone and in combination with tapestry, and corduroy are important transitional fabrics. And the pouchy look goes elegant in dark, rich velvet prints and solids trimmed with tortoise. Look for some interesting shapes in canvas and polyurethane under the F.C. Industries Santa Catalina label for contemporary juniors...and expect the unexpected

(Continued on page 14)

NEWS THAT'S FIT TO PRINT . . .

OUTLOOK: Fair and Clear

New York News

CITY EDITION — APRIL 1976

HOOPLA-LA!

New Earring Design Being Patented

"Stick It In Your Ear" Comment Clicks Idea

The U.S. Patent Office in Washington, D.C. has received a patent application for a new closing mechanism for an earring for pierced ears.

The design resulted from efforts to develop an endless hoop at the New York firm of Worldly Possessions, a manufacturer of precious metal jewelry.

At the same time, principals of the firm were trying to develop a regular spring ring earring. They saw in a European magazine an enlarged picture of the retractable spring ring used in necklace closings. Someone from the back room was heard to say, "Stick it in your ear!" And an idea was instantly born.

Then began the long period of working out a prototype, getting into production schedules, getting buyer's reactions and assigning promotions. A name was needed immediately for the new earring and Hazel Leigh Designs, the advertising firm which developed the "Wouldn't you really rather have the real thing?" concept which launched Worldly Possessions last spring, was asked to come up with a new name. The result was the highly marketable HOOPLA-LA!

How It Looks

MODEL JANICE JUNE TRIES OUT HOOPLA-LA! EARRING

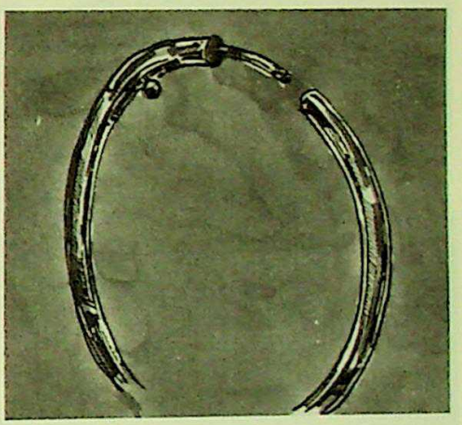
Worldly Possessions To Make New Earring In Precious Metals

Silver and Gold Filled Earrings To Use New Closing Mechanism

This precious metal jewelry firm announces plans to market the Hoopla-La! earring in both Sterling silver and gold-filled, with three sizes of hoops

Previewed in the January market, without even a finished sample, using only the rough prototype available at the time, Hoopla-La! created enough hoopla that considerable paper was left. This included the largest single order of the firm to date on any single item.

Prices will be the same for sterling or gold filled with the earring preticketed at $7.50, $10 and $12.50 for small, medium and large hoops.



How It Works

The new closing mechanism for Hoopla-La requires no clutches or backs to open the earring. The post inserted in one side of the hoop itself springs back into the hoop on the other side, becoming an endless hoop that is kept in place by a spring mechanism.

by Worldly Possessions
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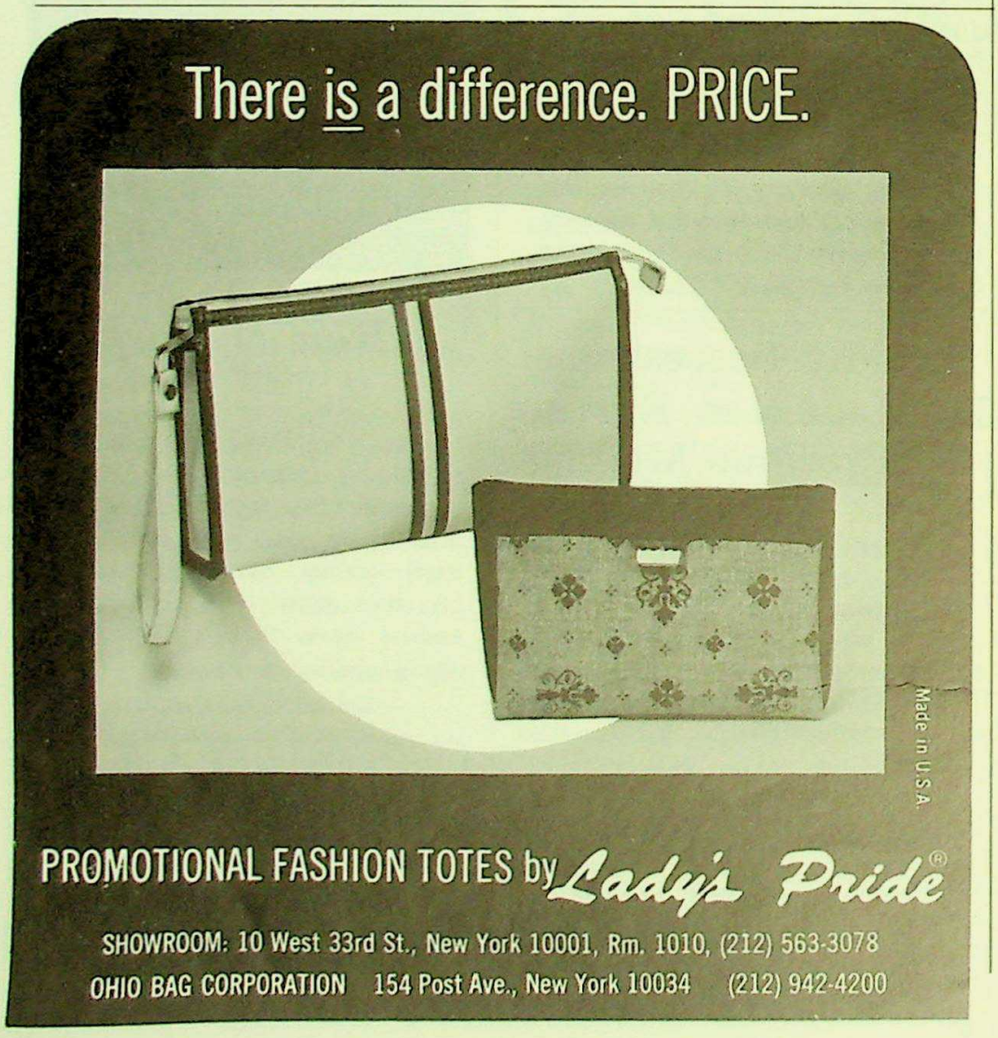
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(Continued from page 12)

with their B-T-S novelty water bag.

"Clean" and "classic" can best describe the stunning groups being shown by Baggs. Catering to the "ageless contemporary customer", each of the four fashion groups includes a variety of styles and adjustable handles and they predict a movement toward hunting shapes with full flaps and more rounded silhouettes.

Outstanding in the line is the canvas and urethane luggage group combining the tailored and sophisticated look with a functional "place-for-everything" approach. An abundance of both inside and outside pockets add up to more than meets the eye—surprises are in store for the inquisitive shopper when she discovers the cleverly disguised sections and compartments. The look is locked up with a new variation on traditional luggage hardware.

Horn trim was successful for Baggs in the spring and will be shown in the fall line, along with a new quilted grouping in both canvas and urethane that serves beautifully for both daytime and evening wear. Facile closings will be incorporated for the first time this season as an interesting and fashionable solution for the customer looking for a secure closing.

Mahler Sales is introducing Slam Bags this fall, for the same junior sophisticate customers that Slam Belts appeals to. Fabrication, again, is the focus in both lines. Wools, velvets, canvas and upholstery with trims of snake, suede and leather make up the major part of the line. Featured shapes are large shoulderbags, tailored smaller bags, and a snappy luggage look in patterned and solid canvas with contrast welting.

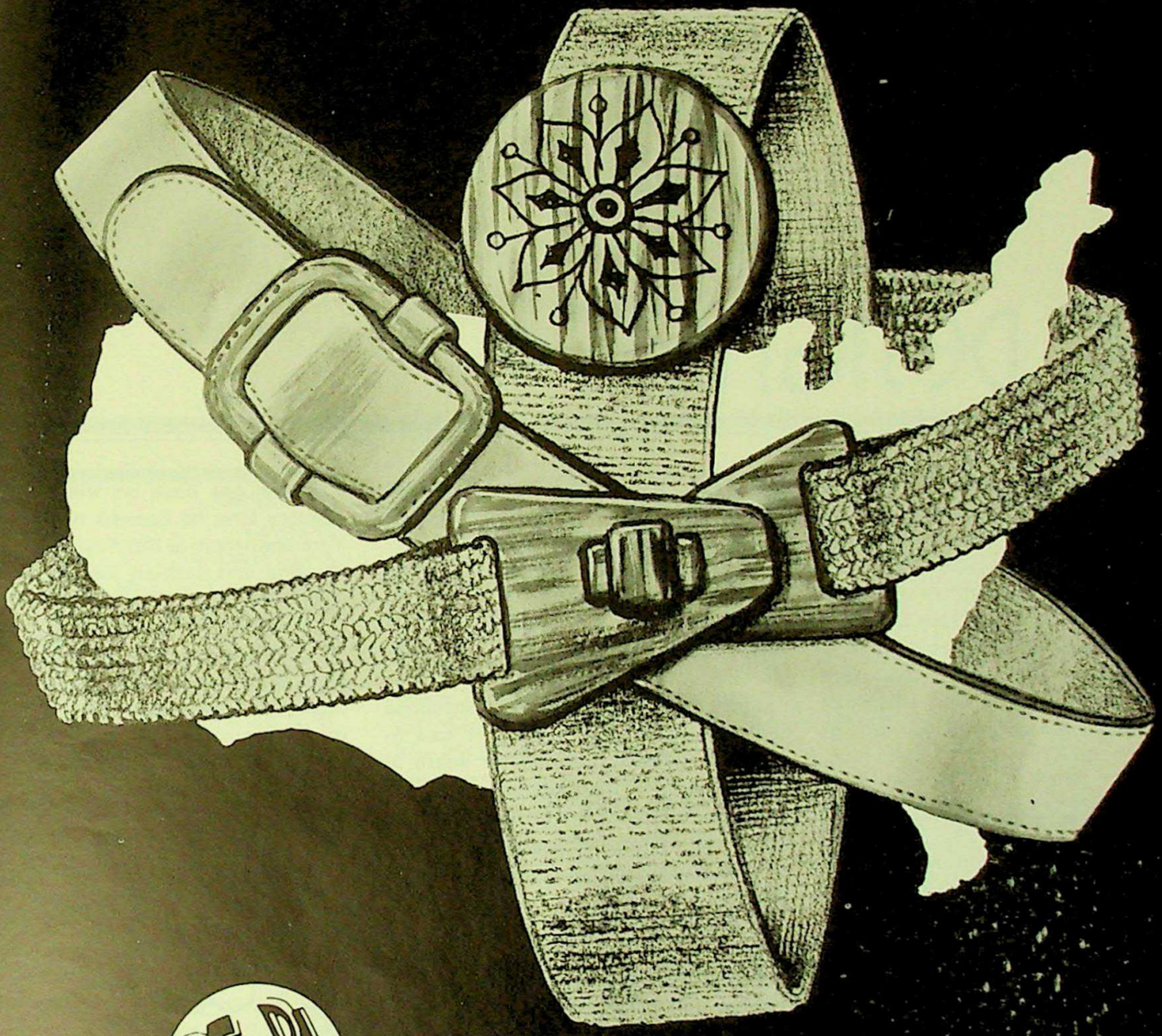
Look to Sea Gull, California, for contemporary styling and colorations in heavy canvas. Strong spring silhouettes are moving right into fall with slight variations. Grenedier duck in earth tones with wood trim and matching webbing seems to be the direction for fall. Good craftsmanship will be a strong selling point. All bags have fabric welting, neat interior detailing and their own coin purses sewn right in!

Primary groups in the California Things line will be cotton plaid shirts, terry T-tops, scarves, headgear and shawls—with emphasis on fabrics that feel good to wear. Scarves will be in

(Continued on page 39)

ACCESSORIES by PEARL

really "GET-AROUND" with BELTS



PEARL

ACCESSORIES by PEARL

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THE DESIGNERS

Clifton Nicholson, Jr. stopped the world and got off. But he's back again with a new showroom, new sterling and gold jewelry designs, a new compatriot and a whole new attitude toward his work and his market. We'll all feel the benefits, for the art-sculpture pieces Clifton is displaying are the work of a mature artist who is discovering more every day about himself, his work and the world at large.

Somewhat of a recluse working on his upstate New York farm, Clifton had systematically refused to promote his own work with personal appearances until he finally succumbed and agreed to appear in Nordstrom's in Portland, Oregon. "I thought I never could hold

up under the personal appearance scene behind the counter, waiting to talk to nice old ladies who had never heard of me and most of the time they wanted to know where the office or lounge was." But this reception-appearance was promised to be different. And oh, how different it was!

Julie Aitken, jewelry buyer for the Portland store had convinced him to venture once more into the personal appearance game. She shared Clifton's love for the natural forms of nature. With the support of Nordstrom's management, she accomplished a major feat. The appearance was at a champagne party in the evening, by invitation only to the store's best jewelry customers. Clifton designed a Portland rose necklace for the occasion; a spray of roses, buds and leaves in multicolored golds on silk cord. Two hundred customers showed up and bought $7,000 worth that night which included five of the Portland Rose design at $300 retail.

Clifton got back on the world. On January first he opened his own New York showroom at 520 Fifth, in between the fine and fashion jewelry districts. And guess who is showing his beautiful things there? Julie Aitken.

Each new piece is a minor masterwork of the metal sculptor's art. Picture fanciful animals, butterflies and flowers in solid sterling, often over an inch thickness, made to be worn primarily as chokers or pendants, often combined with semi-precious stones and ivory.

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The APHRODITE COLLECTION by LEE MENICHETTI 417 5th NY

Fashion Accessories Separates, Jewelry

His silver butterfly clasps the throat, a tiny mouse climbs onto a neckwire, leaving an ivory wedge of cheese behind, a silver salamander stares wide-eyed over a pendant drop of rose quartz almost as big as he is, silver snails sport real shell houses on their backs.

Meet Julie and Clifton at 520 Fifth. After you see the jewelry, ask to see the chiffon scarves stitched in silver foil. Knockouts.

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Prize Possessions

An Accessories Potpourri

By Anne Roth

392 5th Ave, NYC 212-279-2380

Richard Palan glances back at childhood days in his dyed wooden crib bead collection at **Stephan Adrian.** A great item for the tee shirt crowd, the beads are assembled into chokers with ceramics and painted beads for pure, bright looks. A few years back, Richard made quite a stir in his Playschool collection and this group shows he can do it again. Priced at $24 a dozen.

He shows he can be a softie, too, using the naturally soft pastel tones of shells as focal points of beautifully color keyed necklaces. There is a group of tiny sea fruits; mini shells, slices of abalone and MOP combined with sea-foam-green painted wooden and glass beads. A quiet beauty at $30 to $36 a dozen.

Ceramics in smoky tones are a nice surprise with all of the brights. Richard uses deep blood red and tan beads occasionally touched with silver. He's in the pink with a pink coral collection, too, and the same smoky touches are lovely here.

Also at **Stephan Andrian, Bennet Tobias** creates pale and pretty chokers with pastel dyed clam sequins at $8 to $10. He has coordinated enamels, wood beads, and carved, laminated wood for a polished, super-ethnic look that anyone can wear.

MOTHER NATURE

Natural Jewelry by
Dianna B. Suratt
587 Dutch Valley Rd N.E.
Atlanta Georgia 30324
(404) 876-5953
Showroom: Atlanta Mdse Mart

Then there's the **Feather Monkey** group on slim leather thongs, using pastel sequins, ceramic bird fetishes and brass and glass beads. Stephan Adrian is at 375 Fifth, the showroom that also shows their Raindrop collection of fashion accessories, scarves, hats, etc.

Schiffer Aesthetics are into the brights with lots of knots fashioned of plastic and a collection of knots in silk cord. Particularly striking is a slender multi strand choker of silk cord with a knot at the center and knotted earrings ($24 dz.). Multi combinations also in red, white and blue at $36 dz. and combinations of grey, black, white and a super bright of yellow, red, blue and green. Matinee length using lots of knots again may have an MOP ring or buckle at center at $24 and $18. One group of plastic forms appears to be a string of red licorice knotted and rolled into fun earrings and loop ended bangles. Good enough to eat. At Alart, 389 Fifth. Tell them H&A sent you.

375 Fifth Avenue, NYC

TED ROWAN

Showroom Interiors
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or Updated

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212-799-5755 -532-8190

(continued)

DESIGNERS & REPS . . .

(continued)

Anne Klein goes native with an African Collection of jewelry at **Accessocraft.** A finger knife, suggesting the flat, disc-like knife natives use becomes a pendant. 36'' at $6.50 and on a neck wire at $4. Snake chains for this piece come in golden or silver tone, gold and silver combos or enameling.

The Lion logo in a pendant at $2 or the same logo in earrings at $2.25 carry the Anne Klein image into the fashion jungle. A primitive bell form, rough cast with a wooden clapper on snake chain or cord, enriches the collection. Animal heads and bodies in a chunky sculptured form make striking accents on black braided cord.

An African bib quietly echoes the colorful versions of native chieftains and the hammered look in a tapered cuff bracelet keeps the jungle craft look. Accessocraft is also showing a Chippendale group, a take-off by Anne Klein on the Chippendale chair backs. A bit of Orientalia in bracelets, earrings, pendants at $3.50 to $10. Also in enameling or gold and silver. 389 Fifth.

In jewelry, designers endeavor to dream up something new and different to replace the naturals. As of yet, we've seen nothing definitive, though a sprinkling of interesting new looks begin to emerge...**''Silver Moon''**—a fascinating new concept in silver jewelry. It's *pure* silver and not sterling—a natural sculptured pendant resembling a stalactite...unique and intricate designs, each one different.

Stephan Adrian, Limited

Richard Palan

RAINDROP Accessories

375 Fifth Avenue

New York (212) 725-4880

Brass & Sterling Silver Jewelry

trika

DESIGNS LTD.

366 5th Ave NYC 10001 212-564-4125

Like so many interesting things, it was discovered by accident—as rep Al Blumberg told H&A: It's actually a waste material reclaimed from the refining process of silver. This reclaimed portion of the silver is chemically treated and grows somewhat like a culture—resulting in the ''stalactite'' shape design. The silver pendants—they measure from about 1/2 inch to

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Garay

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AMERICAN DESIGNER AWARD 1976

Ruby Lax

Once again the Leather Industries of America recognizes the role of Garay and Ruby Lax in creating well styled, high quality belts in American tanned leather.

1-1/2 inches—complete with sterling chains, are to retail for $12 (the smaller ones) to $20 for the larger ones. By Silver Moon Works of Bandon, Oregon—available at Alart.

Another new idea in jewelry at Alart: **"Liquid Rainbow by Eva Marie."** Basically, these are thin necklace strands of metal in bright colors—a variation of the liquid silver look in color. What's really unique about it is the packaging: These colorful little strands come in a "test tube" which looks like a lipstick tube. Appropriately, it is called "kiss of color." Should be a fun item at $2.50 and $3.50 retail. As you might suspect, Liquid Rainbow was dreamed up by a packaging-promotion company. Alart will merchandise it in New York, 389 Fifth Ave.

Lee Menichetti has further refined his Aphrodite wrappings collection into coordinated units of apron skirts to be worn over pants and shawls. These handpainted cottons are often reversible and the wearing is only limited to the wearer's imagination. Halters are available and the group of yellow, pink or blue mini-dot fabrics are perfect for the sweeping brush strokes of the artist. Would you believe he also has a handpainted umbrella for the ultimate accessory? Shown at Fashion Items, 417 Fifth.

Cathy and Marsha, for
Catherine Stein

Contemporary Accessories

417 Fifth Avenue NY 10016 212-889-6721

At Alart, **Diane Sullivan** offers a black and white jewelry collection using glass beads, carved beads, fetishes and Peruvian Silver. Her fabric bangles are exciting and the wrapped bangle on a bicycle leg ring (originally to keep pant legs out of the wheels) comes in the brightest, clearest colors available. Sunny yellows in matte finish glass beads are the prettiest. Cords in colors are knotted and stationed with wood, silver and colored plastics for a rainbow collection.

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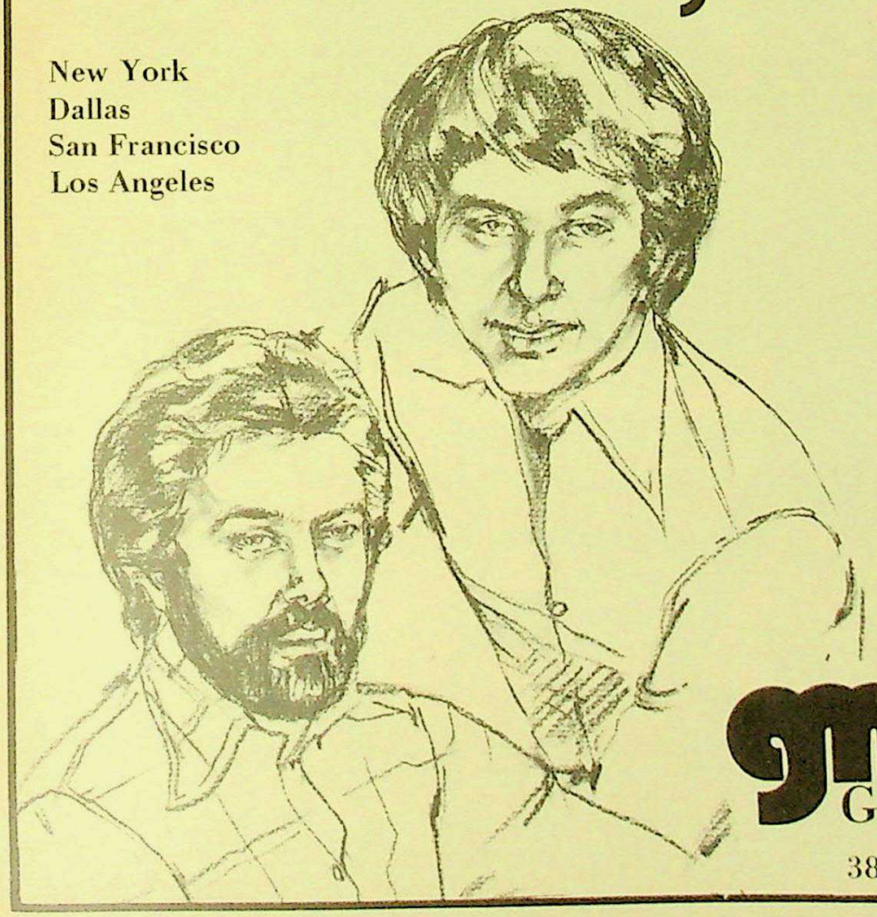

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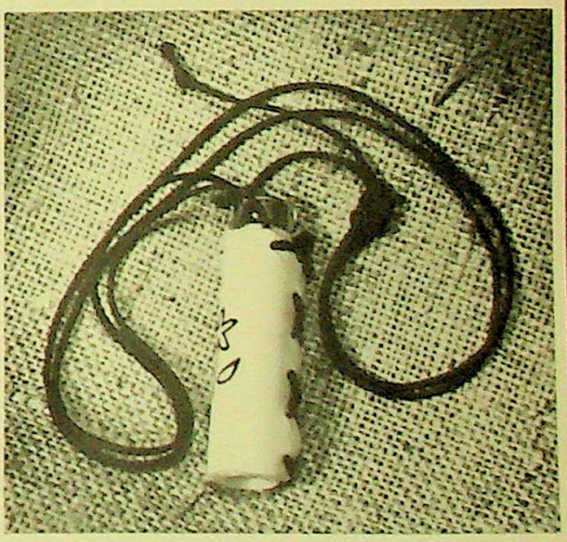

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THE NOW JEWELRY PEOPLE

GLENN MITCHELL

389 Fifth Ave., NYC 10016 212 889-2979

DESIGNERS & REPS . . .
(continued)

Total Accessories inc.
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Stan Wadler - Ellie Wolf - Dan Wolf

Another collection proves that California accessory designers have a special way with fabrics...Annie of California has come up with a delightful new selection of fabric bags. There's pleated gauze in floral patterns and solids; whimsical gunny sacks, jute, denim, canvas and macrame. Nice shapes, imaginative fabrications, at $6-9.75 cost. Take a look—in New York at This 'n That, 390 Fifth.

Jewelry by
DAN POLLOCK
385 Fifth Ave NYC
212 532-1780

Clovis Ruffin hits the canvas and comes up a winner for **Genie Handbags**. Using a fine canvas, Clovis chooses only a few great fabric patterns: solid super colors, a railroader's blue-white stripe, an ethnic stripe and a stripe called "the ladder." The design takes over from there, creating big, pouchy, generous handbags with clean lines that show off the beautiful fabrics. Almost every design is available in each of the fabrics and a different look is created from casual to elegant.

Totes abound in the collection and one is a double tote. Of course, inside pockets in all of the bags. The solids are available trimmed in twill tape or self trimmed. The self straps in Clovis' designs carry the color up and over the shoulder. These are detachable in most of the bags so that they may be adapted to a clutch. Colors in the solids include moss beige, red and green but the super stripes are predictable winners.

It seems nothing succeeds like good design, well displayed. Lord and Taylor's in New York is devoting a corner in the front of the store exclusively to Clovis Ruffin bags, and the shopper who enters B. Altman's 5th Avenue store is immediately confronted with a display of the striped bags.

See the new Clovis Ruffin showroom this market at 350 Fifth Ave., the Empire State building.

STUDIO NULL
ALL AT MAGDA K'S
15W 37TH NYC
POETRY BY JEAN BETANCOURT
KUNI

The newest of pendants...picture a crystal prism, as if caught from a glittering chandelier. On a silver chain, it's a lovely gift idea, being introduced for Mother's Day by Joe Daffner. The crystal we saw featured a carved cameo (on reverse side)—there will be other crystal effects too such as starburst cuttings. At 417 Fifth.

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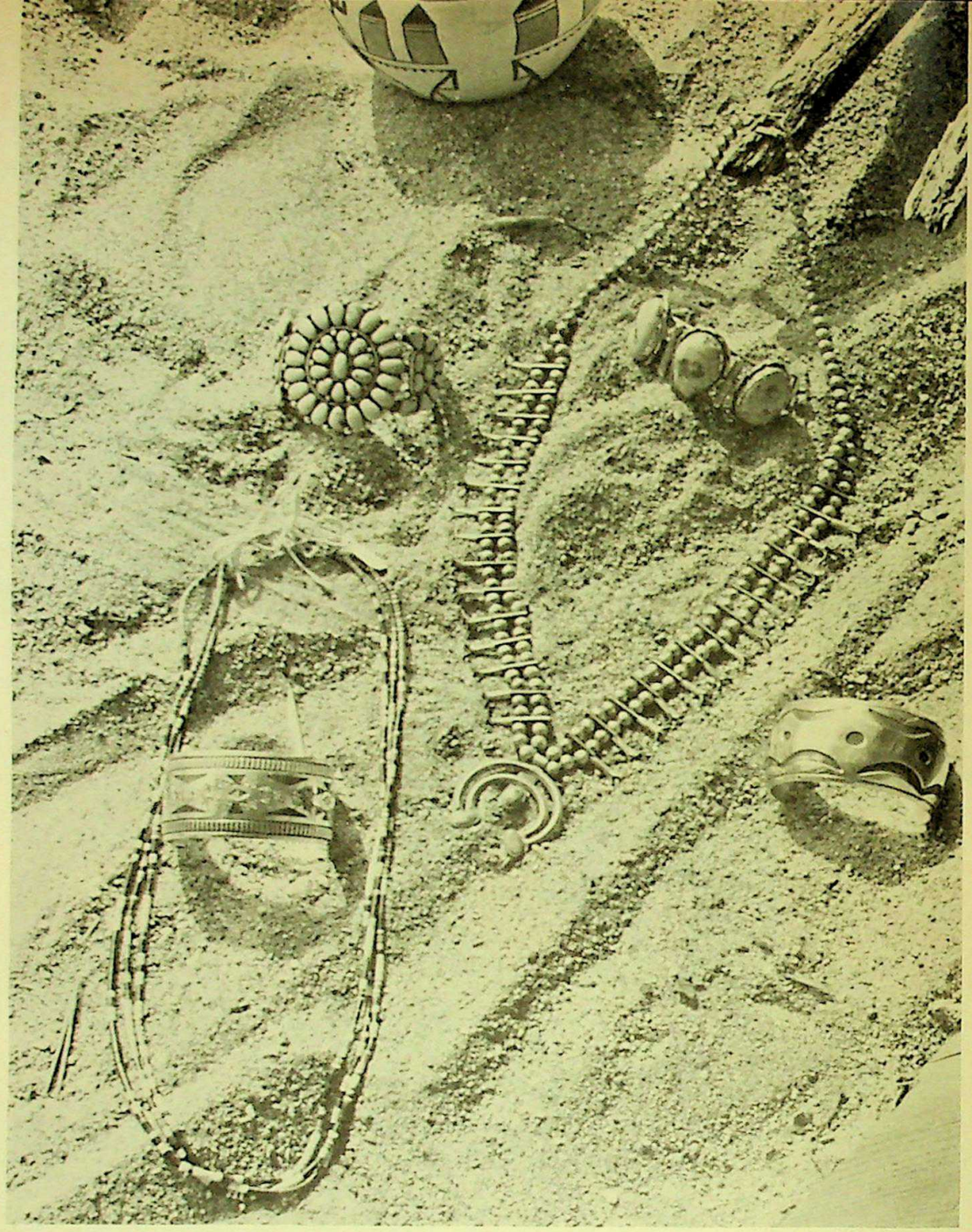

AMERICAN INDIAN JEWELRY:

Spokesman for a People

As the American buying public becomes more cognizant of its heritage, the sales of native arts and crafts have increased accordingly. American Indian jewelry, whether from the reservation or the manufacturer's factory, has been enjoying a tremendous popularity in both small specialty stores and department store operations.

Although the assortment of merchandise may seem overwhelmingly diverse, most of the authentic American Indian jewelry on the market today is created by three tribes: the Navajo, the Zuni and the Hopi—all of the American Southwest. Not surprisingly, most of the reproductions (also a viable market) are copies of these three tribes' works. For this reason, we are reporting the salient characteristics of each to provide a basic knowledge of American Indian jewelry in general.

A fundamental relationship between nature and art

All Indian art reflects a fundamental belief in cosmic harmony and a profound comprehension of nature—her various forms and man's place within her design. As an extension of this

credo, the Indian uses the natural resources around him to create his designs, provide his medium, and in the case of sand casting, shape his forms.

Navajo jewelry

Navajo jewelry testifies to this intimate relationship between nature and art. The Navajo are sheepherders, a highly mobile people accustomed to views of open, flat lands and wide expanses of sky. Their jewelry reflects this love of space and open air—it is simple, direct and outspoken. The stones are usually large and imposing, the silver quite heavy and richly stamped in a multitude of designs.

The stamped designs, however, are generally not symbolic or even Indian in origin. White traders, who frequently act as middlemen between Indian craftsmen and the buying public, specify designs which they feel are highly marketable.

The Navajo relies almost entirely on a casting process to create his jewelry. The stones (usually turquoise) are set into a piece by pouring molten silver into a pattern pre-cut into a sandstone mold. The result is usually a fairly heavy piece of jewelry with the silver, not the stone, commanding the most attention.

One of the most popular creations of the Navajo is the necklace of silver squash-blossoms or "the bead which spreads out." It is generally large and quite heavy—a strand of silver squash-blossom beads encircles a double strand of small, round silver beads. At the bottom of the necklace is the naja, a crescent or horseshoe shaped ornament that is usually studded with turquoise. The Spanish believed the naja a potent force in warding off the evil eye but today, the squash-blossom necklace is a popular fertility symbol. (Small wonder, with all those strands, silver, and blooming blossoms!)

Another popular Navajo creation is the concha belt. Hugh round or oval silver pieces, heavily stamped, are threaded or adhered to wide strips of leather to form belts. The total effect of the Navajo concha is a massive, weighty affair that proudly (and none too subtly) testifies to the wearer's wealth and physical conditioning.

Zuni jewelry

The jewelry of the Zuni, a branch of the Pueblos located some forty miles south of Gallup, is again highly

(continued on page 40)

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The handbag industry has lost a great talent, and a great lady. Many of us have also lost a very special friend.

Hilde Kahn Weinberg, better known to most in our industry as Hilde Walborg, died in New York Hospital on February 28 at the age of 71.

Born and brought up in Germany, Hilde came to this country in the 40s. She first gained recognition in the cosmetic packaging field and then decided to go into business on her own, importing beaded bags from Europe.

With this idea, Hilde formed the Walborg Corporation in 1951. She founded her company on a principle never compromised throughout her years in business: ''Every handbag must be beautiful, must be in good taste, no matter what its cost.''

Under her guidance, and that of her husband Richard Weinberg who ran the business with her from 1958, the Walborg Corporation flourished and grew to one of the leading and most respected companies in the industry.

Hilde received many awards throughout her career, but the one of which she was most proud was the Palmdore, presented to her by the King of Belgium for her role in developing a market in that country.

She gave a lot of herself and contributed much to her industry; and she derived a great deal of enjoyment and fulfillment from her efforts. Wherever she went, as her business travels took her throughout the world, she won friends and respect.

Hilde and Richard sold the Walborg Corporation to the Rockley Group last year, so they could enjoy a little more leisure time. But even during her semi-retirement, Hilde had the same keen enthusiasm for and dedication to the company and the industry.

To Richard Weinberg and her other loved ones, our deepest sympathy.

Hilde will be remembered by all who were fortunate enough to know her for her warmth and thoughtfulness, her graciousness, her special creative talent and her tireless spirit and enthusiasm.

She was one of those rare human beings who made a lasting mark. All whose lives she touched benefited, for she had a deep capacity for giving. We will miss Hilde very much, but these gifts she gave will always be with us. She truly was an inspiration to all of us...and will continue to be.

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TIME FOR A WRAP SESSION

By Diane Kaiser

A shawl is not a shawl is not a shawl—nor a scarf a scarf, nor a halter a halter in the market this spring. Not since the wrap story hit the stands... *(continued)*

TIME FOR A WRAP SESSION *(continued)*

It's a narrative of potentials and emphasis is not on what an item *is* but what it can be *wrapped* into being.

What's important is shape. Triangles, squares and oblongs of fabric in a variety of sizes and materials, are no longer relegated to a specific fashion category when so many parts of the body may be wrapped with these flexible, fluid fabric shapes.

Take the shawl for instance. That simple triangle of fabric has become a virtual magician's cape, full of surprises with seemingly unlimited possibilities. Waved over the head, it's a headwrap or turban; over the midriff, a halter; over the waist and hips, it's a fannywrap; and over the shoulders, what else—a shawl.

It's an imaginative story. With the whole body open territory and the flexibility of these shapes, traditional boundaries are eliminated altogether. Scarves are no longer confined to the neck or waist, shawls are slipping from the shoulders to the hips and the sash is twisted into a bandeau, turban, or wound gently around the neck.

More Mileage for the Money

The wrap story is exciting, imaginative, *and* daring. Whether it's a best seller depends largely on one crucial factor: effective promotion. The woman on the street is generally conservative, cautious, and skeptical when it comes to fashion developments. Outside of that small group of size 8, adventurous, and sophisticated innovators is America.

The whole concept of wrapping must be redefined for the many women who are not of model proportions, who react defensively to new developments, who do not spend impulsively on their wardrobes, and for whom the blurring of the safe, traditional categories is confusing, disconcerting, and even threatening.

Fortunately, wrapping is based on one sound premise: more mileage for the money. It's quite safe to assume that every woman, regardless of income, upbringing, or fashion attitude appreciates a good buy. Wrapping, with its obscuring of distinct categories, extols the versatility of one item. A woman who cannot (or would not) wrap her hips might be coaxed to wrap her head, waist, or midriff. It's the versatility of the item that must be emphasized and its consequent good economic sense.

Effective Promotion is a Must

Wrapping, however, presents a formidable challenge in terms of promotion, display, and customer instruction. In fact, it may involve nothing less than a total change in customer attitude. Her perspective must be broadened, her imagination spurred, and her traditional way of thinking updated. An appeal must be made to her creative potential to make the item work for her, to use it to her best advantage, to play with it, disregarding convention and tradition until it expresses her fashion message.

Changes of this sort largely depend on thorough and effective customer instruction. Few women will be willing to take a chance on a look this personal, adaptable, and adventurous without a basic knowledge of the "how to's." Scarf tying clinics, display on members of your sales force (as well as mannikins), charts and diagrams (preferably attached to the merchandise or provided at point of sale), and a well-informed sales force are all necessary if the wrap story is to be a success.

Display is crucial since a piece of fabric neatly folded in a

case or tossed into a counter basket has the sales appeal of last week's baked goods. It's the transformation from a lifeless gauze square to a dynamite turban or bandeau. A tiny shawl accessorizing a T-shirt stimulates the urge to buy. The item must be promoted in a dynamic, active context—it must be shown in the wearing—it must be an actuality, and a "See, I'm doing it, so can you!" message must be conveyed.

One possibility is to wrap one item in four or five ways on one mannikin, impressing the customer with the versatility of the item. Without such an approach, these triangles, squares, crescents, and oblongs of gauze, cotton, and various blends are in a passive state. They are not fashion, they're fabric, with more allegiance to the manufacturer's bolt than the designer's board.

Economic Mood—Optimistic

Economically, the mood in the market is optimistic. Some manufacturers reported bookings double those of last January; Alex Colman of Ben Goodman & Son, calls it "the biggest year in the history of the industry."

Retail sales are indeed increasing. January sales in 1976 are 12% ahead of last year. The annual rate of increase in sales since last fall is also 12% and with allowances for price increases, real sales are growing at the rate of 5%.

An increase in consumer spending may be directly attributable to rising personal income. Business Week (March 1, 1976) reports that in January, personal income rose $13.6 billion to an annual rate of $1,313.8 billion, almost doubling the average monthly increase during the fourth quarter. Wage and salary payments are largely responsible; the January figure of $847 billion is almost 8.2% above that of 1975.

Possible Gauze Shortage?

As far as raw materials are concerned, Saul Shulman of Sally Gee reports that: "Cotton is available but the price is up. We're expecting better than 70% of our May and June volume to be in cotton. Scarf deliveries are the best in the last three years at six to eight weeks, primarily because manufacturers anticipated the demand and placed their orders with the Orient sooner."

Gauze, however, may present some problems. According to Alex Colman: "There is no current shortage but the situation may change sometime between late April and October. The U.S. quota determined by the Indian government is just about filled."

Shawl Developments

The shawl has come a long way from its beginnings as a fashion item in the fall of 1975 and 1976 may be one of its most exciting years. According to Saul Shulman at Sally Gee: "Our shawl business is 30% ahead of last year—it's literally exploding. The shawl is the easiest accessory or cover-up for a woman to handle."

John Lawless of California Things advocates caution however: "Some stores wound up heavy in shawls when they went into fashion. Many major stores feel that the contemporary woman is not a shawl customer. Her attitude is freer, easier; she is, in fact, more T-shirt oriented. Shawls are traditionally middle American missy items."

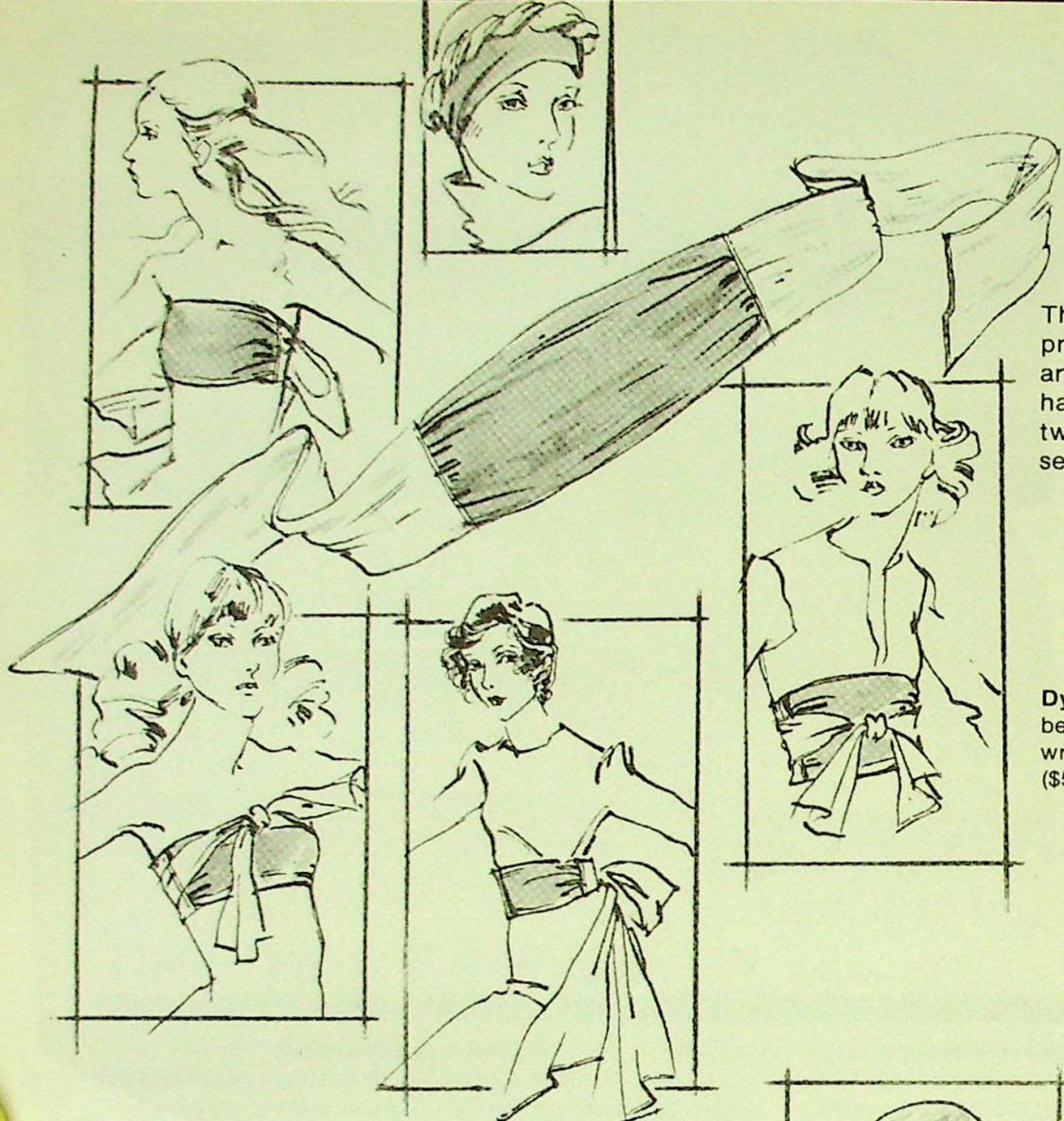
"We talk fashion but we sell basics. Fashion is an instructive process, largely a matter of setting a trend to build on and hopefully you'll catch middle America next season. You can take them only so far and only one step at a time."

(Continued on page 42)

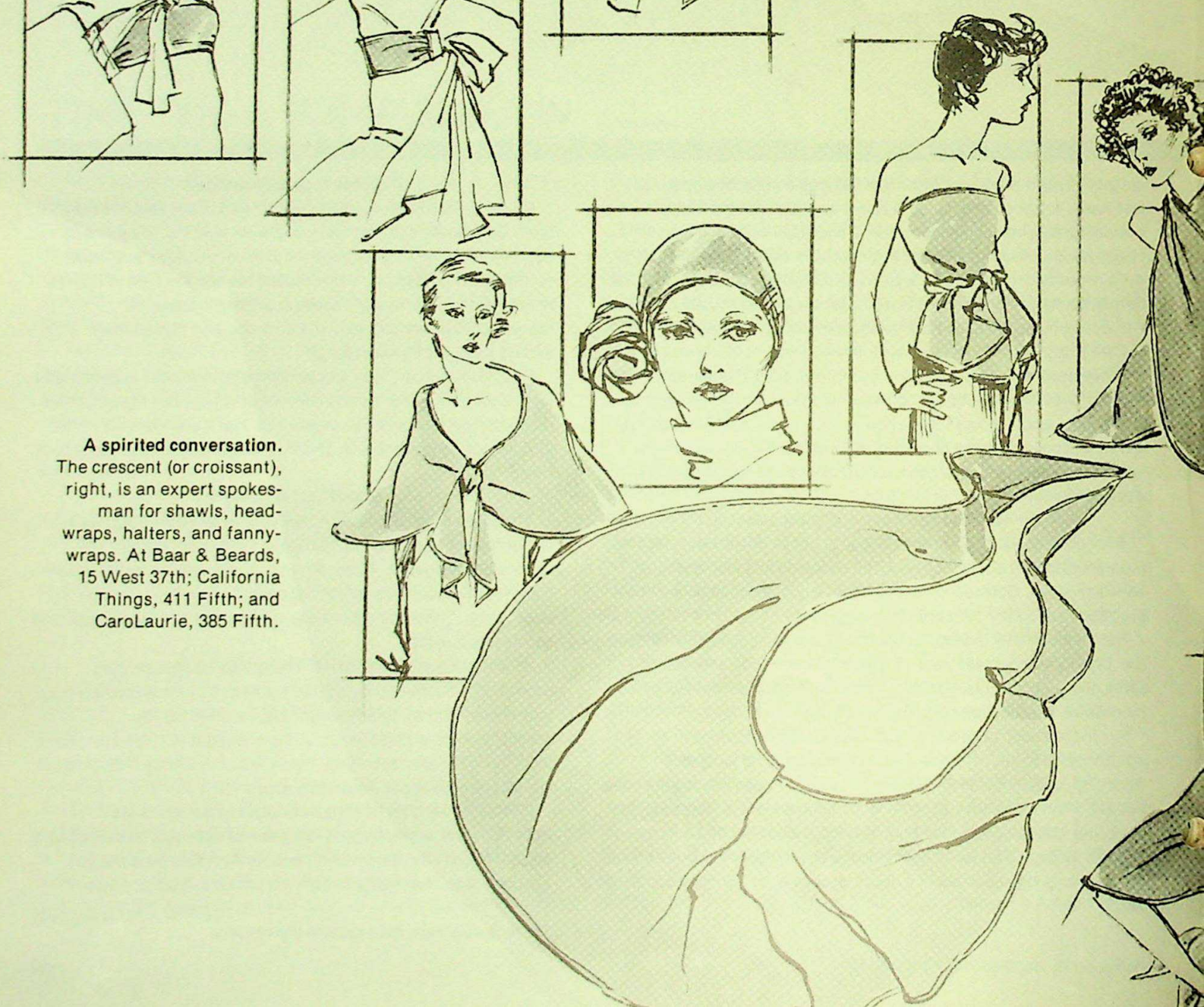
See following page for wrapping illustrations.

TIME FOR A WRAP SESSION

The ideas are vigorous, imaginative and prolific. Take one piece of fabric—wrap it around the head or hips, tie it into a halter or bandeau, drape it as a shawl or twist it around the waist. This wrap session can go on and on and on...



Dynamite dialogue. Carol Horn's samurai belt, left, in contrasting colorful gauze pieces, wraps freely with head, midriff and waist ($5.50). At California Things, 411 Fifth.



A spirited conversation. The crescent (or croissant), right, is an expert spokesman for shawls, headwraps, halters, and fanny-wraps. At Baar & Beards, 15 West 37th; California Things, 411 Fifth; and CaroLaurie, 385 Fifth.

Free-flowing communication. The versatile oblong intuitively comprehends the body's contours. Shown here as a bandeau, fannywrap, sash, headwrap and neck scarf. In a variety of rich Aztec-African prints ($42/dz.). At CaroLaurie, 385 Fifth.

Canvas for a Carefree Summer

The canvas bag is this year's Cinderella. In the seven years that it has been a market staple, the canvas bag has been transformed from army surplus, beach blanket special to a year-round fashion classic.

The very characteristics that made canvas such a great summer plaything — durability, size, and color — are the basis for its success as a 12-month fashion item.

An Annual Appeal

According to Roz Binger of The Bag Game: "It's really only in the last two years that canvas has become an interseasonal item and with new trims, shapes, and features it's as effective in winter as it is in summer. People are more mobile today and require a bag that fits their lifestyles. Canvas can go anywhere, with almost everything, and always arrives looking fresh and crisp."

The Shape's the Thing

With the relatively new interest in canvas as an all-year item, it has been the receipient of many new and creative treatments. With its incredible versatility, the bag is assuming a myriad of interesting and unusual shapes. There are laundry bags, trapezoids, Bermuda bags, duffles, clutches, and the mailman's pouch, in addition to the familiar rectangular tote.

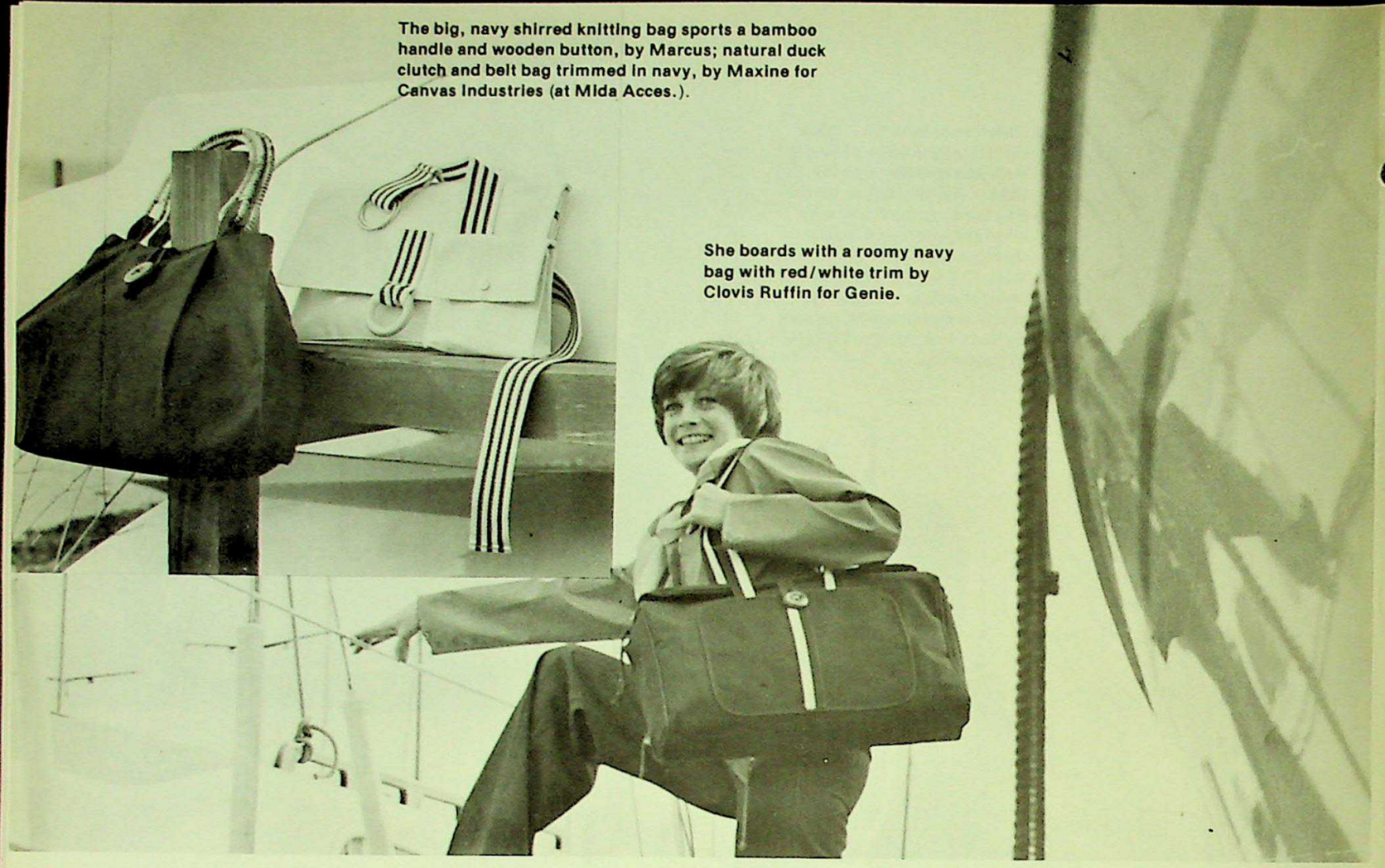
In fact, one pictures canvas challenging leather and vinyl with the familiar childhood taunt of "Anything you can do, I can do as well — or better!"

Monogramming

Like the linens of the 20s and the jeans of the 60s, canvas of the 70s is personalized by the use of monograms, initials, and even hand-painted designs. Victoria Needlework has incorporated this interest into a total marketing package, consisting of heat transfer machine, initials (both plain and embroidered), initial's cabinet, and of course, canvas bags. The bags, designed by Carmen

(continued)

Carefree canvas trio, left to right: Canvas hobo trimmed with jute and tiny wooden blocks, by Roz Binger for the Bag Game; pouch tote with wide shoulderstrap looped through wooden ring by Sea Gull, California; and graceful short shoulder design with rainbow webbing and zippers by Valerie Barad for Theodor of California.



The big, navy shirred knitting bag sports a bamboo handle and wooden button, by Marcus; natural duck clutch and belt bag trimmed in navy, by Maxine for Canvas Industries (at Mida Acces.).

She boards with a roomy navy bag with red/white trim by Clovis Ruffin for Genie.

(continued)

Sugarman, are created specifically for use with the heat transfer machine. Initials can be applied in a matter of minutes right at the point of purchase.

Canvas with Class

Marcus Brothers believes in coupling two distinctive features of canvas — price and versatility — into one concept: canvas as fashion. Says Lee Merril: "We're putting our emphasis on fashion with a creative treatment of shape, trims, and colors. Right now, the naturals, beiges, navies, and rusts with jute and straw trims and handles are doing well with us.

Again with a fashion interest, SM Bags is having great success with a variety of shapes in black canvas with camel trim. The look goes anywhere, from mid-town luncheon to Fire Island picnic.

Hang it Up!

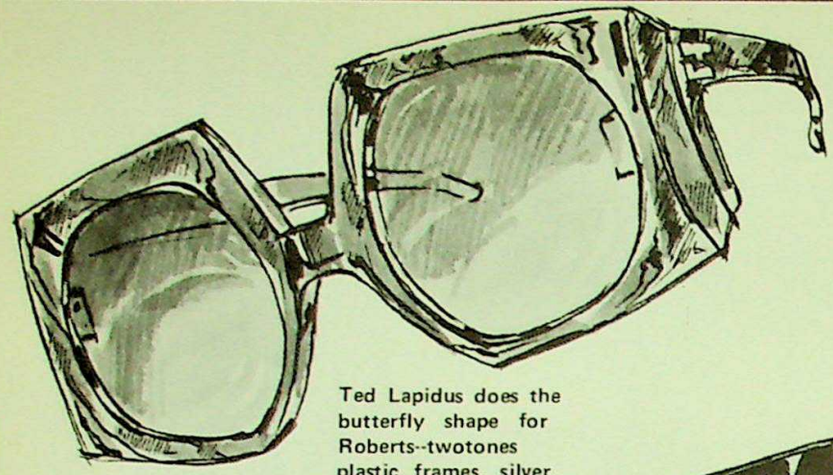
Proper display of canvas bags is essential. With its bulk and crushability, canvas can easily wind up in a colorful, but unattractive heap. Most merchandisers are decidedly in favor of hanging it up. Hy Abrams at Mida Accessories suggests moving canvas up in late spring and hanging it on non-metal hooks (jute tears easily) or trees, either on counters or optimumly, along one wall.

Roz Binger agrees: "Display should echo use; after all, canvas is worn hanging from the arm and should be displayed as such. The size of most canvas bags demands space and sales appeal is directly proportional."

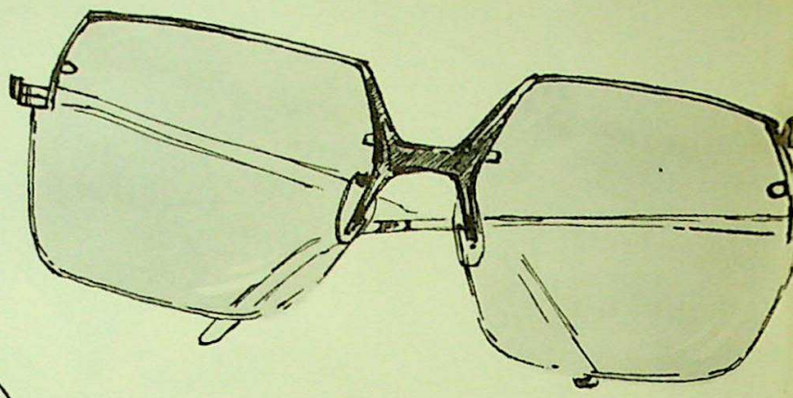
So give them air — let their distinctive shapes show and their colors glow and canvas sales this season should take care of themselves.

A lively, bright red cotton canvas design has inset of printed cotton, jute drawstring straps, by Knapp Originals.

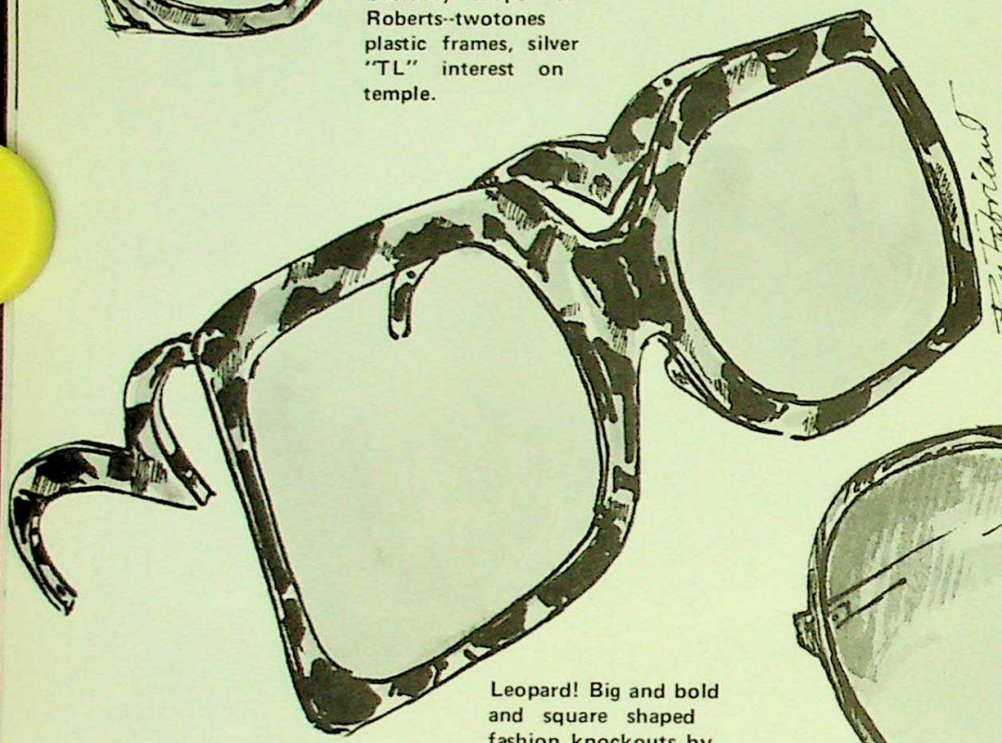
Bone closure adds the perfect touch to this chic tan canvas clutch by Mary Ann Rosenfeld for Baggs.



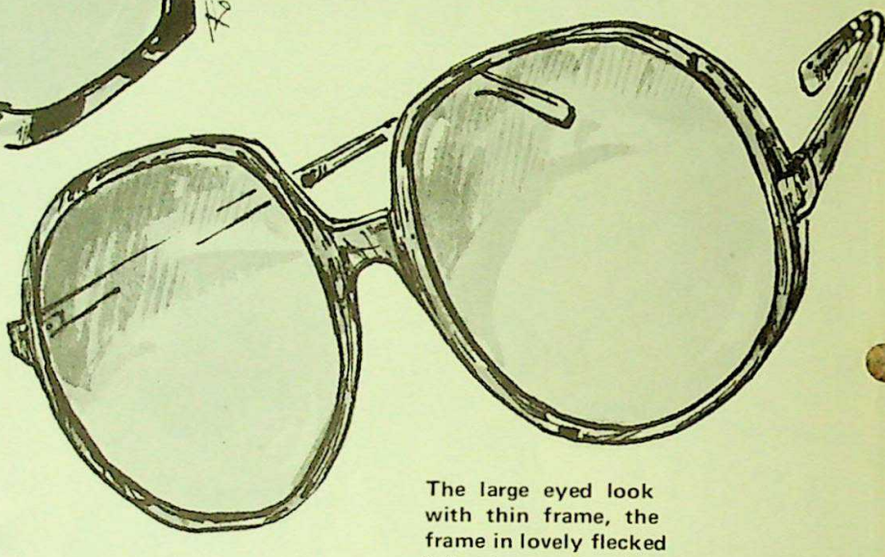
Ted Lapidus does the butterfly shape for Roberts--twotones plastic frames, silver "TL" interest on temple.



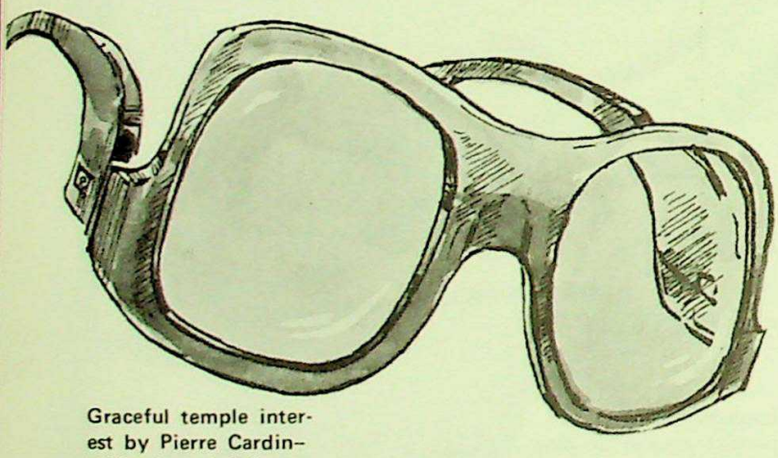
The popular rimless or half-rim look–this one with unique nosebridge in silver. By Renauld.



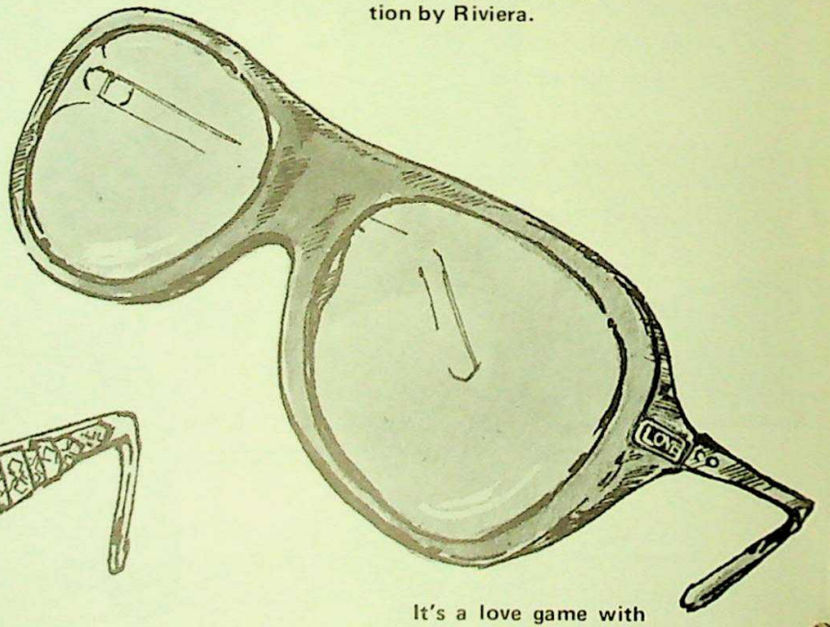
Leopard! Big and bold and square shaped fashion knockouts by A. Sutain.



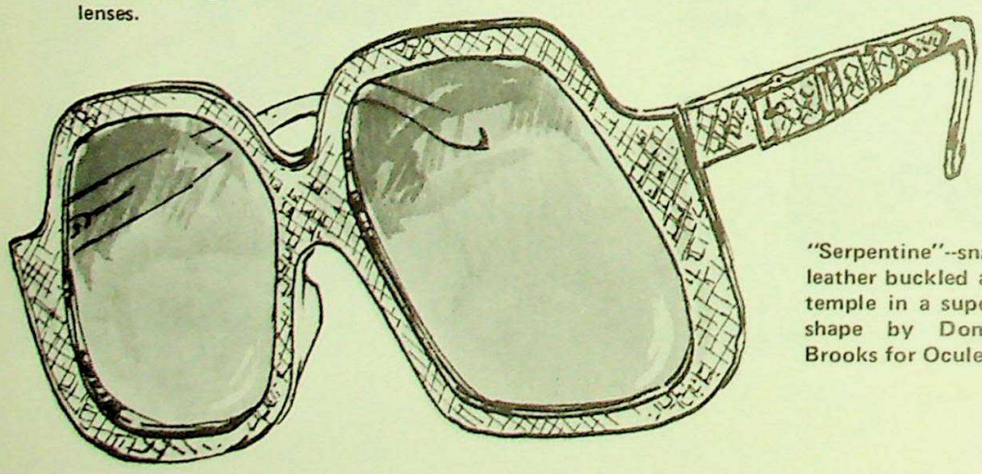
The large eyed look with thin frame, the frame in lovely flecked jade stone coloration, from a "stone" collection by Riviera.



Graceful temple interest by Pierre Cardin–with shaded lalique frame and gradient lenses.



It's a love game with these blue frosted aviator glasses from Tropic-Cal's new Love tennis line.



"Serpentine"--snake leather buckled at the temple in a supersize shape by Donald Brooks for Oculens.

SUNGLASSES: Bold & Colorful

Sunglasses this summer will be big and bold in size with fine frames, and there's lots of new color.

Sunsensors at promotional prices have been a boon to sunglass business, but stores and manufacturers happily report that regular business is good too.

Stimulants have been: a new interest in sunglasses for sport — special ski and tennis sunglasses — the rimless look; new colors; and designer glasses.

Designer sunglasses, like designer-everything-else in accessories, are in vogue. Name a designer — he/she has a sunglass line. The designer name seems to be what a certain status-seeking consumer wants, and price (not surprisingly) is no object.

Although the new glasses are large, they also are lightweight. Bold but thin, they have large lenses, delicate frames — so that they feel light on the head. Of course there are exceptions; certain looks such as lalique and tortoise, take a bold frame well. The new, very bright shades are best on thin frames.

Gradient (CR39) lenses are more important than ever. One firm reported gradients about 85% of their business (not counting sunsensors). There are new pastels in gradient shadings for summer.

The rimless look has caught on with the young set and is spreading fast. It's now available in sunsensors and in a variety of shapes.

A new plus — sunglasses that snap back into shape. The new expandable temple in glasses, "piano" wire coated in plastic, or stainless steel, enables the glasses to spring back into shape, eliminating constant adjustment — a boon to ballplayers.

Another innovation for sportsmen — the hidden retractor cable which holds glasses on firmly when you're diving for a ball or shussing the slopes. Some are more comfortable than others — they must be tried on.

Plastic frames outsell metal, except in men's glasses. Aviators are still popular but newer are the larger, bolder shapes.

Some of the new color looks: lalique, in bold frames, pretty in pastel shades for summer..."vibrations" — streaks of color on crystal frames — thin wire frames in summer brights...gradient lenses matched to the rims...rainbow-colored frames...semi-precious stone colorations...bright red/white/blue ski and tennis motifs..."lizard" a super-bold new coloration.

And the business news — sales are way up over last year. Sunglasses seem to be enjoying steady growth. The reasons? In recent years glasses (tinted and sun) have come into vogue in fashion. They have moved up out of the notions department to the fashion accessories department.

And sunglass fashion has been changing every year or so, stimulating consumers to buy new ones, sometimes several to color-coordinate with outfits. Also, the designer fad has helped.

Equally important, the sunsensors at sales prices, though not a popular promotion with manufacturers because of small profit margins, increased volume tremendously. Sunsensors are selling well now in prices ranging from the low promotional $9 up to $30.

Which stores do the best job with sunglasses? It's amazing how much sales volume sunglasses will generate, given good display and enough space. The best approach is not to let concern about pilferage keep them under glass — sunglasses must be out in the open to capture the impulse sale. The customer has to try them on. Good-sized mirrors are important because of this.

A quick roundup — where to look for some of the new looks:

- **A. A. Sutain** — the striking new leopard pattern in way-out shapes. New tortoise shade in bright rust — "Moroccan." Big, bold looks (no sunsensors).
- **Tropic-Cal** — new ski and "love" tennis lines just introduced. Brights — especially red! Lalique aviator tennis glasses with "love" motif on temple.
- **Oculens** — the Donald Brooks line. New rimless sunsensors at $25 retail. "Serpentine" — snake-look leather (on plastic) frames with buckle on temple for a really unique look, at $30 retail. Stainless steel inner-core temples on "trimlines," a thin wire frame look with CR gradient lenses, at $8 retail.
- **Renauld** — the rimless look with lots of color at $8-10-12. Fashion sunsensors at an "in between" price — $15-16. Lalique in pastels for summer, and "vibrations," color streaks on crystal.
- **Riviera** — Semi-precious stone colorations — agate, jade, coral on thin line frame, large lens. "T-shirt" colors — white, red, on thin wire-type plastic frames (temples in piano wire). New, bold ski glasses in red, blue and blue/green.
- **Roberts** — the Ted Lapidus French line — new colors in bold, transparent frames. Tennis glasses with polarized lens, aluminum frame and new packaging for tennis shoes — white vinyl cases with red/blue tennis motif.

Magnifiers for reading — in three strengths. Very attractive in small French frame, $10 retail.

- **Pierre Cardin** — A new matte frosted finish in colors neutral yet bold. Very skinny frames, large glass, bright colors to coordinate with clothes. The "sportique sun," with hidden retractor comfort cable.
- **Diane von Furstenberg** — thin, aviator frames. Massive plastic frames with DVF signature on double temple ear piece.

Balenciaga — by B. Robinson at Fashion Items. Three styles in four colors of gradient lenses; blue, red, green or bronze. In the $14 range, the square lenses are a Balenciago signature.

Plaza — your zodiac sign in script across the top corner of your sunglasses. Half-rimless, gradient lenses. Also the big-eyed look with gradients at $108 dozen. At Alart.

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California Accessories (Continued from page 14)

menswear foulards, Bicentennial red, white and blue, jacquard pin dots and brushed challis in an assortment of rich floral prints. Imported Italian scarves with exclusive designs and colorations are in the making. Cotton shirts in twin plaids are designed to offer the wearer the option of turning back collar and cuffs to reveal the duo patterns together or not...terry T-tops can be worn with both pants and skirts. Shawls will be in a variety of soft and comfortable fabrics, featuring wool jersey, nubby tweed and blanket wood. The successful and marvelously changeable "croissant" will be repeated in new fabrications.

COLOR AND REAL GEMSTONES IN JEWELRY

Jerry Madison, who specializes in the timeless fine jewelry look, has introduced color in both his 14K and gold filled lines for fall with rubies, emeralds, sapphires and diamonds. His marquis look bracelets and bezel rings are elegant additions to his collection. Wood and ivory are also being shown for the upcoming season. Bracelets, necklaces and rings in satiny smooth oiled zebra wood reflect Madison's consistently clean styling. Ivory gets the Midas touch with inlaid gold and wrapped looks.

Real semi-precious stones will be used for the first time on plated jewelry in 1928's antique line, featuring tiger's eye, trans val jade, onyx and sodalite in lockets and earrings, and on necklaces of liquid gold. Access to these stones is made possible through the facility in Capetown, South Africa out of which will come the contemporary Sterling 28 line this May (don't miss it!) Color also plays an important part at 1928 with the revival of romantic cloisonne looks and delicate enamel-like novelties.

Contempotique, division of Carol, Inc. is presenting strong Moroccan colorations and the "ethiopian silver look". Two catagories of color dominate: the bright reds, blues and greens, and the "shetland" dusties mixed with tarnished antique-look metals.

Pendants and chokers with drops adapted from real Moroccan designs, agate gemstones, Venetian glass beads, soutash and sequins plus both gold and silver metals add up to a sharp fashion look tailored to complement the important international, multi-textured feel of the season.

NEW TEXTURES IN BELTS

Slam Belts will be showing approximately one hundred belts in their fall line, including leather, suede, scarf belts, basic fabrics, sophisticated fabrics, ribbon, snake and jean novelties. The direction is away from stretches, cinches and natural jute used by itself. Simple bodies will rely on strong buckle detail employing color, lots of gold, wood and self-covered naturals. Commitment to sizable snake and leather groups is indicative of the resurgence of tailored looks in clothing. The jean group is reminiscent of the "baby" belts of several seasons ago. Most styles will be the narrow ½" to 1" with a few 2" to cover the market.

Funky Chunk/Wild Bill has some interesting belt combinations of its own, including upholstery and jute with wood, suede strap with tortoise and webbing with army buckles. There will be an abundance of wood, brass, gold loop and buckle accents.

VERSATILITY-WEARABILITY IN ACCESSORIES

Scarves are coming up in a multitude of sizes, fabrics, and prints. The colors and prints are deeper, richer, cleaner—and the pure variety will be incentive enough for customers to snap them up and use them for everything. Funky Chunk/Wild Bill's patterned nyesta knit gives a romantic French feeling in deep tones of rust, grey, purple and teal blue. Look for beautiful challis leaf and floral patterns, and crepe de chine in sublistatic book binding paper, batik and landscape prints.

Knapp Original's accessory energy is being devoted to scarves, shawls, vests and ponchos, stressing bodies with a lot of movement and drape; loose fitting one-size items that lend themselves well to accessory departments because of their eye-catching fabrication and interesting edge finishes. Vests were singled out to be especially important—lengths will be longer and surface textures more exciting.

Carol Horn and Chloe have joined Maureen Benun in designing for California Things this year. The customer is sure to learn to love the versatility of their designs for fall through instructive illustrated hand tags and counter cards that demonstrate the many ways the items may be worn.

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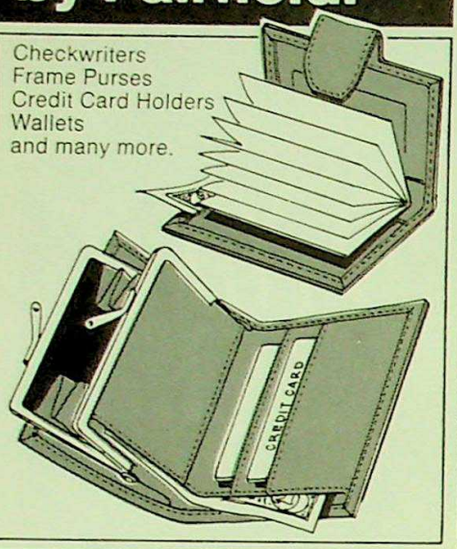

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American Indian Jewelry

(continued from page 23)

indicative of the tribe's culture. The Zuni, unlike the Navajo, clustered together in tight, close-knit communities, bound by strict traditions and social codes. In contrast to the Navajo, they were a sedentary tribe, allowing them more leisure time in which to develop and perfect their art. Their perspective is narrower than the Navajo and their jewelry reflects a delicacy, compression, and detail that is not found in Navajo art.

Their highly sophisticated technique and expert craftsmanship are evidenced in the four major styles of Zuni jewelry: needlepoint, cluster, channel work, and inlay.

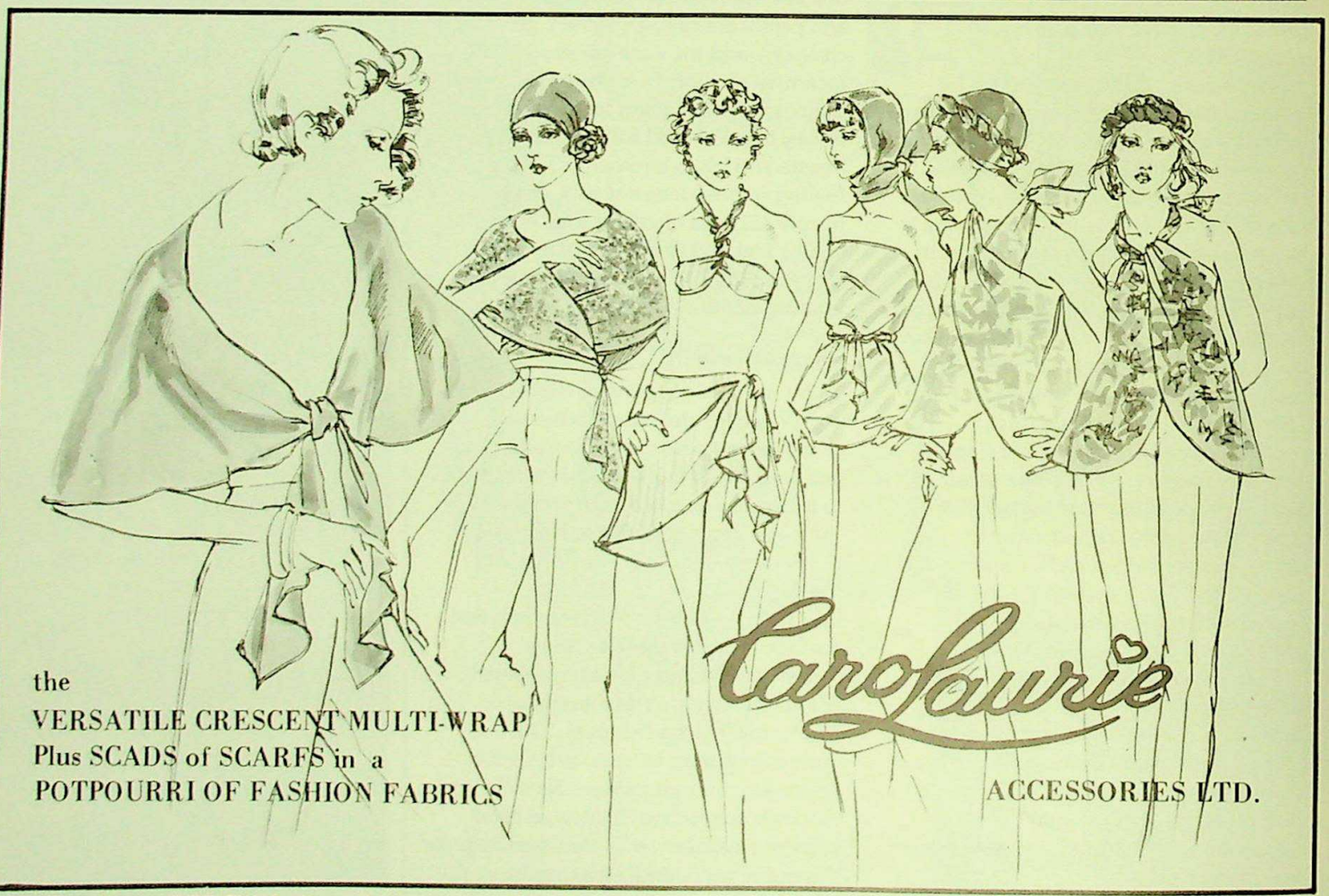
Needlepoint (like the intricate petit point of the Victorians) is complex, ornate, and bears a rococco-like quality. Tiny pointed stones (usually turquoise) are painstakingly set in individual bezels and placed close together in various geometric patterns. The effect is similar to a thick carpet of tiny, pointed turquoise stones.

Clusters are slightly larger stones set around a commanding centerstone. Silver interweaves between the clusters and their center, creating an effect similar to an old-fashioned brooch.

Channel work illustrates a smooth-flowing cohesion of silver and stone. The stones are set in silver compartments or cells and planed to one highly polished surface. Like the Zuni society, it emphasizes interdependency and cooperation among its constituents.

Another form of Zuni jewelry reflecting social undertones is inlay. Resembling a Byzantine mosaic, tiny fragments of stone are set into one large silver bezel. These miniscule stone fragments are delicately blended into colorful and dramatic designs such as the curved rainbow man, the Zuni sunshield, and the knife-way (incorrectly known as the thunderbird). Inlay is a marvel of delicacy and fine craftsmanship; it requires an incredibly light touch and a keen eye for detail.

One of the most popular items indigenous to the Zuni is the fetish necklace. A fetish is a tiny carving



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(usually from turquoise) depicting a bear, wolf, bird, fish, or other creature. The Zuni believe that a spirit dwells within each of the tiny replicas, which endows the wearer of the fetish with supernatural powers.

Hopi jewelry

The jewelry of the Hopi is easily identified. It uses few or no stones and relies almost solely on the technique of overlay. The method is similar to the use of a cookie cutter in that the silver left after the design is cut out is soldered onto a sheet of plain silver. The inside of the design is then oxidized to show up black against the polished silver. The Hopi, at the urging of the Museum of Northern Arizona, have essentially made this technique their trademark, putting their emphasis on original design and varying of textures.

Heishi

One very popular item, the hishi beads of the Santo Domingo Indians, are made by threading rough handmade disks on strings and then rotating them against a rough surface until all are uniform. Santo Domingan turquoise is treated with a binding compound to prevent the tiny bead from breaking when it is drilled. (This is the only instance in which treated turquoise is acceptable in the market of authentic Indian jewelry.)

Display

Whether in display case or store window, Indian jewelry, with its close ties to nature, is most effective against a background of natural materials. Sun Face Traders, a Westport, Connecticut, establishment that deals solely with Indian goods, provides an excellent demonstration of this concept. Inside the store, the jewelry is presented in weathered wood cases along the wall.

The floors of the display cases are lined with white sand, creating an effective background for the gleaming silver and vibrant colors of the stones.

The window of the shop continues the natural motif. Necklaces hang like silver threads from polished driftwood, bracelets dangle from green cacti, while rings and ketohs nestle in the white sand. Behind it all, most fittingly, is a large replica of the Zuni sun symbol. The window is a convincing expression of the Indian belief in the natural compatibility of man and his creations with nature. In such a setting the jewelry is at its best, seeming to have been born from nature herself.

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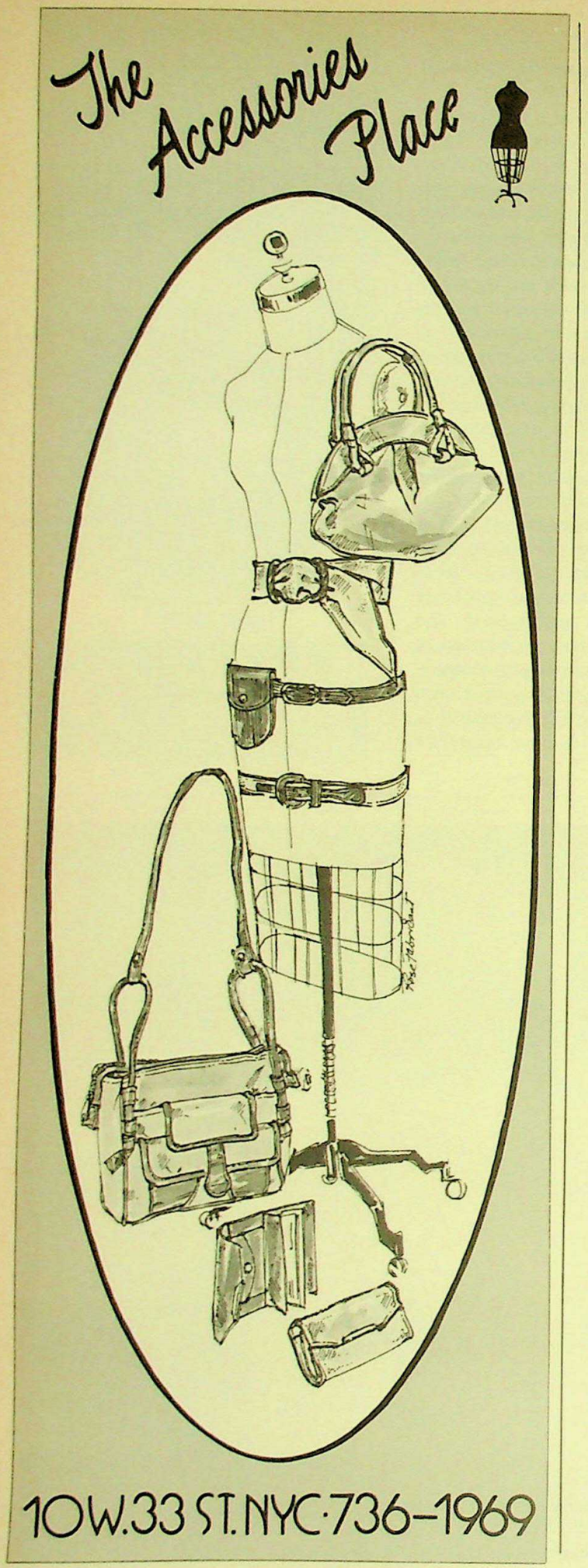

(Continued from page 29)

THE NEW ITEMS

"Slinkies"

The biggest news in shawls this spring are the bright colored slinkies, made of rayon or acetate and trimmed with long fringe. According to Alex Colman: "They're the most important item in spring shawl lines."

The slinky's progenitor is the piano shawl of Victorian parlors but that's where the resemblance ends. Slung low on the hips over a long skirt, pants or jeans, or a bathing suit, the slinky would make its decorous ancestor blush. The slinky is available in solid brights and ombres, and Ben Goodman is offering a variety of handpainted designs (which, incidentally, look very Victorian). Since the slinky is expected to be very popular over summer whites, John Lawless suggests playing it up as an accent number in bright, outspoken colors. Barbara Zerner, of Baar and Beards adds: "The slinky, because of its fluid, silky texture lends itself well to wrapping. There is a minimum of bulk and the fabric clings to the body's contours."

Cross a halter with a bike bag—the result—a "penny-pincher." The bag is sewn into the band of the traditional halter for an interesting new look. In denim and gauze. At The Work Ticket, 417 Fifth.

Crescents

Also following the wrapping concept, the shawl cut into the shape of a French croissant promises tremendous excitement. This little chameleon adapts itself nicely to a number of halter shapes, a fanny wrap, a T-shirt coverup, and even a turban. California Things is doing it in fluid Quiana and CaroLaurie offers it in serape, gingham, voile liberty flower prints, polyester, and rich Aztec-African prints.

Sweater-knits

Basics still sell and the traditional knit and crochet shawl will always be in demand. These shawls are frequently weather trend items, selling well in spring as coat substitutes. They're also a good gift routine, especially for Mother's Day. Ben Goodman is doing well in this category with its hand-crocheted number from the Philippines. Glentex is having great success with its naturals in 100% double knotted cotton with fringe.

Shawl and Scarf Teams

Shawls and scarves are joining forces at Cathy Accessories. Voile and solid crinkle voile shawls with deep ruffles are combined with matching scarves (great as turbans or

(continued)

Ragtime in 1976. Tie front, squared sleeve halter in a variety of mixed prints and solid color combinations ($36/dz.). At Ben Goodman & Son, 15 West 37th St.

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headwraps) for an interesting fashion statement.

Smaller Gauze Shawl

Another outgrowth of the wrap story is a smaller self-fringed gauze shawl, which may be worn low as a collar or even lower as a fanny wrap. Its smaller size is a definite plus for sales to shorter women for whom the traditional shawl is overpowering. Colors in this number, however, are not as popular as naturals and black.

Halters

With the advent of the wrap story, halters are changing their dimensions, becoming more fluid and less constructed as they double as turbans, shawls, and fannywraps. Opinions are varied regarding the effect of T-shirts on halter volume. Alan Ungar of Cathy Accessories states: "I just don't feel bullish about halters this season but I do feel strongly for tank tops."

Ackie Nathan of Glentex Scarf concurs: "The stores just don't seem interested in halters this season. 99% of our business is in tees and tubes."

Alex Colman, however, states: "Certainly the T-shirt has cut in somewhat but there is still a need and an interest for the halter. Its whole look is different from the T-shirt—much barer and cooler."

At Sally Gee, Saul Shulman believes that: "The V-neck is passe; it's by the boards." Sally Gee is putting its bets on their lycra and acetate tubes bearing interesting and unusual sublistatic prints.

The Work Ticket offers two different adaptations: a tube, bearing fringe, is accompanied by a slender neck sash, also trimmed with fringe and a tie-dyed number in a variety of colors. Baar & Beards is stretching the tube into a longer length that extends from the bust to just below the hips.

Bandeaus

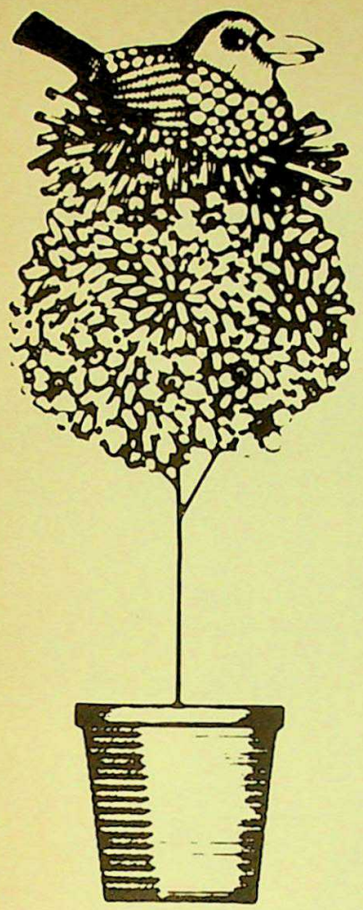
Bandeaus are expected to be popular, especially when they may function as a headwrap or turban. Carol Horn's samurai belt (at California Things) in color-contrasting gauze pieces is a perfect example of the concept behind the wrapping story. Depending on its wearer's whims and skills, it's a headwrap, turban, bandeau, sash or obi, and fannywrap. Laurie Willens, at CaroLaurie states that "When an item can be worn as a turban or halter, its sales potential increases accordingly. It's a matter of mileage."

Traditionals

In spite of the T-shirt's intervention, the pucker or camisole look in halters is still a viable category. According to Sharon Bretton at Work Ticket: "If buyers don't have them, they come looking for them." Ben Goodman's best seller in this category is the pucker with front buckle in a variety of prints and solids.

The traditional V-neck is updated at Work Ticket by the addition of a tiny bag sewn into the halter's band. It's called, appropriately, the "penny pincher." Partout is having great success with its V-neck in soft terry, imported from France.

The tie-front halter with its patchwork motif and square sleeves is still a favorite at Work Ticket and Ben Goodman. This rag-top (or "patches") is offered in an interesting variety of prints and solid combinations and contrasting colors and fabrics.



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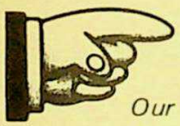

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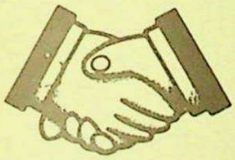

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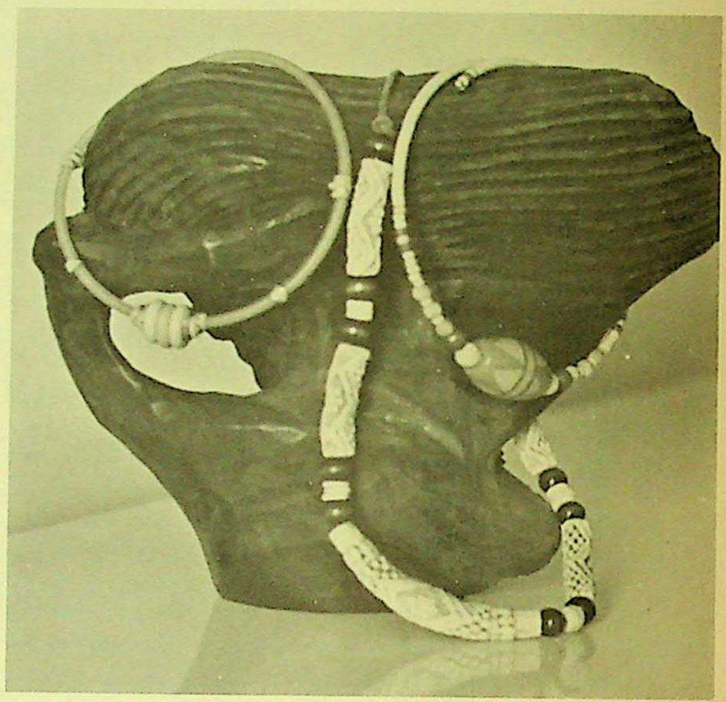
Autumn intimations. Natural grain cowhide is shaped into the new tailored-casual look for fall. At Olla, 1250 Broadway.



Two for Tee...colorful sequins and painted wood beads on a neck spring, to brighten tee shirts or casual clothing. Leeander calls them Tee-Rings. All naturals on a leather lace; ceramic and polished wood by EarthGems. Both at Prize Possessions, 392 Fifth.

Sure fashion bets for fall. Top—tailored shoulderstrap in crushed patent with turn-key closure. Left—soft hobo in nappa with gleaming hardware in a tubular motif. Right—biased stitched, crushed patent clutch with hideaway slinky strap. In solid colors. At Best Craft, 330 Fifth.

Snakes are important in the new fall classic shapes. Top—east/west clutch with colorful whip snake flap in brown-ombre shades. Bottom—shoulder/tote/clutch combination with side closure snaps, in black, natural, brown or rust. At Delill Creations, 14 E 32nd St.

Sunshine print tops, assorted bright colors in printed Italian cotton. Shown, polo shirt teamed with matching visor and v-neck scarf top. A clean, bright summer theme. By Maureen Benun for California Things, in New York at 411 Fifth Ave.

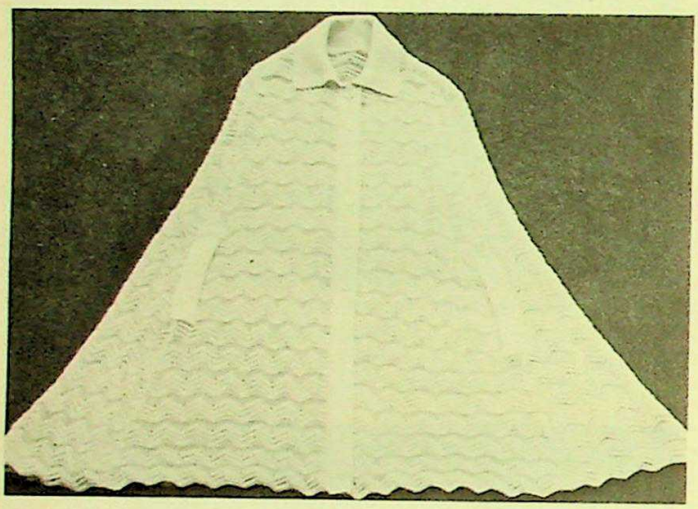
Leather patch in three popular shapes. Left to right—bag with covered double rope handle and snap closure, shoulderstrap in antiqued tan with front pocket flap and accentuated hobo with bib neck opening. At Canastas Creations, 118 E 25th St.

Pleated gauze, in prints or solids trimmed with wood and bamboo rings and handles. Pretty new fabric look by Annie of California at $9.75 cost. At "This 'n' That" in New York at 390 Fifth.

Carefree cotton canvas totes, silk screened with message ("stuff," "books," "etc., etc") or campy photos. To sell at $6 retail, from Freelance, South Line Street, Lansdale, Pa. 19446.

(continued)

Variations on a theme. Three adaptations of the clutch in warm earthtones of vinyl ($36/dz.). At Romar International, 330 Fifth.



Handmade knit poncho cape. At $6 wholesale from R. M. Lederman Co., 187 Manomet St., Brockton, Mass. 02401.

"Toro Bravo," new leather bags with a sportive, antique feeling. On these styles, top zippers, side pockets, cross stitching and wooden rings add up to practicality and rugged good looks. From the new Calcutta collection, $8-13 cost, at R. Sarway Handbag Company, 320 Fifth Ave.

Choose your scene or mood or era. Bright sailcloth totes bear a variety of colorful subistatic prints ($24/dz.). At Romar International, 330 Fifth.

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News & Notes

RETAIL EXECUTIVE CHANGES

GEORGIA

Atlanta. Linda Plaster, former assistant buyer of career coordinates and sweaters for Davison's has been promoted to buyer of budget store hosiery and fashion accessories. She succeeds Virginia Wheatcroft who is now buyer of young junior sportswear.

MASSACHUSETTS

Boston. William Condaxis, former div mdse mgr of rtw for Jordan Marsh has been promoted to gen mdse mgr of children's wear, accessories and intimate apparel.

MARYLAND

Baltimore. Charles Stein, mdse v.p. of fashion accessories and footwear for Higbee Co., Cleveland, has joined Stewart & Co., as div mdse mgr of fashion accessories, cosmetics and shoes. Harvey Anderson, the former dmm of shoes has resigned and Marie Nutter, the former dmm of fashion accessories, cosmetics, intimate apparel and hosiery has retired.

Rockville. Brenda Beibers, formerly with Casual Corner, has been named buyer for the newly established accessory department of the Joseph R. Harris Co.

MISSOURI

St. Louis. Richard Levitt will relinquish intimate apparel at Stix, Baer & Fuller and now concentrate on rtw and accessories.

NEW YORK

New York City. Westi Brooks, former buyer of couture and better dresses for Mutual Buying Syndicate, has joined

A FIT accessories design class, with instructor Lou Nathan, tours the Coblentz handbag factory to learn "how it's done."

ADG as buyer of designer apparel (coats, dresses, sportswear and accessories). Marge Fiedler, fashion coordinator for the fashion accessories division at ADG, has been named market rep for millinery, bridals and maternities. She succeeds Claire Hart, who becomes market rep for better coats and suits.

New York City. Franklin Levine was promoted to div mdse mgr of accessories, intimate apparel, dresses and coats at Venture Merchandising Corporation. His successor is James R. Hicks who has joined Venture as buyer of accessories, handbags and hosiery.

OHIO

Cleveland. General merchandising responsibilities have been realigned at Higbee Co., following the promotion of Jerry Nanna to sr v.p. of merchandising and sales promotion and resignation of Jack Reed, the former gen mdse mgr of home furnishings. Mr. Nanna had been v.p. and gen mdse mgr of rtw, accessories and mens and boys wear. Howard Abrams, v.p. and gen mdse mgr, will now be in charge of rtw intimate apparel, accessories and childrens wear.

MANUFACTURERS

John P. Lawless has been named New York regional sales manager of **California Things**.

In a recent expansion program, California Things have added three new divisions: "Carol Horn For California Things", "Maureen Benun For California Things" and Chloe/California Things.

Another new NHA member is Mark Billings (Griffco), 373 Fourth St., P.O. Box 1258, Oakland, Calif. 94604.

Unique Jewelry, creators of the first hypo-allergenic pierced earrings, has moved to a new showroom in Suite 706, 385 Fifth Ave., New York City.

(continued)

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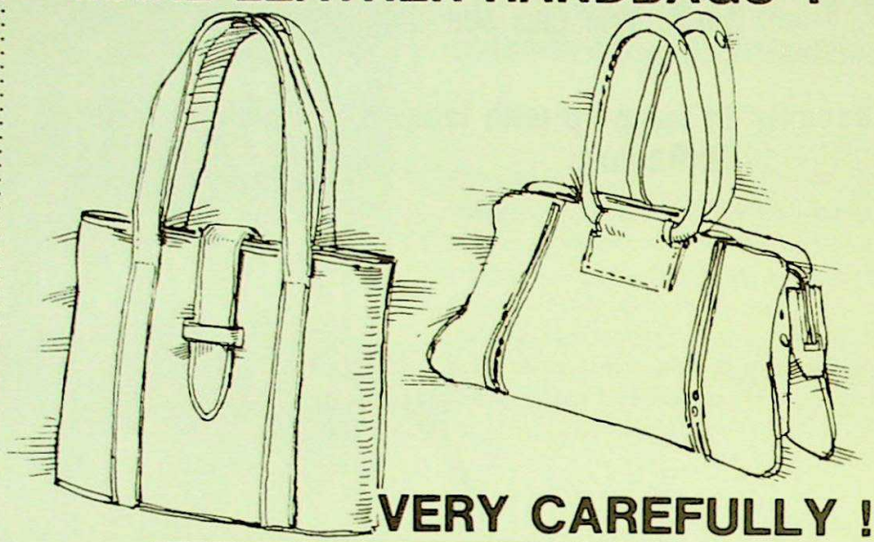

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News & Notes

(continued)

Cathy Accessories has been licensed by the American Revolution Bicentennial Administration to market a collection of commemorative scarves to retail from $3.50 to $5.

The **Western Apparel and Equipment Mfg. Assoc.** has recently moved to new offices in Suite 3885 of the Denver Merchandise Mart.

Erica Fineberg has been named public relations director of the **NHA**. Ms. Fineberg can be reached at the NHA office at 347 Fifth Ave., New York City.

Companies who wish to apply for the official American Revolution Bicentennial Administration (ARBA) seal for use on their products can obtain licensing proposal forms from Columbia Special Products and Hamilton Projects at 51 West 52 St., New York, NY 10019.

The International Trade Commission is urging President Ford to approve higher import duties for footwear. Under the 1974 Trade Act, the President has approximately 60 days to accept, reject or modify the trade panel's recommendations that current tariff rates, averaging about 11% be increased to as much as 35% on leather and plastic footwear from such countries as Italy, Spain, Brazil, and Taiwan.

GTR Products, Inc., of Cranford, NJ has been appointed exclusive U.S. sales agent for the distribution of jewelry bearing the symbol of the 1976 Olympic games in Montreal.

At **Glentex**, Andrew S. Conde takes over a new post as executive vp and David Kleinerman becomes vp of the domestic division.

Flair Display, Inc., a manufacturer of point-of-sale displays for jewelry has relocated from 45 River Ave. to 6 Robin St., Providence, R.I.

RETAILERS

Meyer Magid has been named president of the specialty retailing division of **W. R. Grace & Co.'s** Consumer Services Group and will continue as vp of the Group. Grace's specialty retailing division includes: the 50-store Herman's World of Sporting Goods unit, the Pix of America unit, Lawrence Maid Footwear

unit, and the company's Letisse handbag unit.

Brooks Fashion Stores, Inc. plans to open 11 new stores in the first three months of 1976. According to Joseph E. Saul, president, the company plans to add a total of 25 stores, minimum by the end of 1976. Specializing in women's junior apparel, the company currently has 132 stores in operation in 20 states.

Gantos, Inc., a Grand Rapids based firm with stores specializing in contemporary women's fashions, will open two new locations in the Detroit area.

The larger store will comprise 13,483 square feet of Fairlane Town Center, Dearborn's new 185 store complex. The second store covers an area of 10,263 square feet of Sterling Heights' Lakeside Mall, a development of 165 stores.

Montgomery Ward has received the George Washington Honor Medal for its 1975 Bicentennial Community Flag Day Salute. Ward employees in more than 300 communities participated in patriotic ceremonies designed to herald the beginning of the official Bicentennial Year. The company distributed more than 34,000 Planning Guides to help other communities organize such ceremonies.

Edward S. Donnel, chairman of Montgomery Ward stated that his company would fly the flag 24 hours a day during the nation's 21-day Flag Salute, June 14-July 4. The program is part of a three-week National Fly-the-Flag Gala, announced at the Freedoms Foundation's 27th annual awards dinner in Valley Forge.

SUPPLIERS

USM Corp. is marketing two new machines: a thermocementing and folding machine designed to produce uniformly folded edge on a variety of materials and covered insoles and a new, bench mounted skiver on which three skives can be pre-selected and scheduled.

Information on the former can be obtained by writing Automatic Systems, USM Corp., Elliott St., Beverly, Mass. 01915. Inquiries on the skiver should be directed to the same address—Shoe Machinery Department.

Art-Phyl Creations, 508 Frelinghuysen Ave., Newark, NJ 07114, is promoting its new all-purpose display with revolving shelves that occupies only two square feet of floor space. Priced at less

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News & Notes
(continued)

than $30 in individual unit orders, the unit features four revolving shelves molded of rugged, high-impact plastic.

Herbert H. Schiff, chairman and president of **SCOA Industries Inc.**, of Columbus, Ohio, called upon members of the American Footwear Industries Assoc. to pay a tithe of one-half of one percent of their sales to be used for the development of "entirely new methods and machinery for the production of footwear."

Mr. Schiff emphasized the need for creative developments, stating that the footwear industry has "improved existing methods and machinery for the production of footwear, but hasn't developed new and exciting machinery. We have reduced the number of operations to make a pair of shoes, but not enough to have an impact on the price of the finished product."

FINANCIAL

The Board of Directors of **Jaclyn, Inc.** has declared a regular quarterly dividend of $.09 per share payable on May 14, 1976 to shareholders of record of April 15, 1976.

Sage-Allen & Co., Inc. reported improved sales and earnings for the fourth quarter and fiscal year ended January 31, 1976.

For the full year, the company reported that net income increased almost 63% to $404,637 on sales of $35,929,374. This compares with earnings of $254,380 on sales of $33,704,669 in 1975.

Net income for the 13 weeks, or 4th quarter, ended January 31, rose to $533,684 on sales of $11,865,900. 1975 results for the comparable period were a net income of $216,938 on sales of $10,976,533.

Simco Stores, Inc. reported higher sales and earnings for the second quarter ended January 31, 1976.

Sales for the three months ended January 31, 1976 rose to $2,358,814 from $2,136,854. Net income increased to $102,739 or 9 cents a share from $93,426 or 8 cents a share for the second quarter of fiscal 1975.

(continued)

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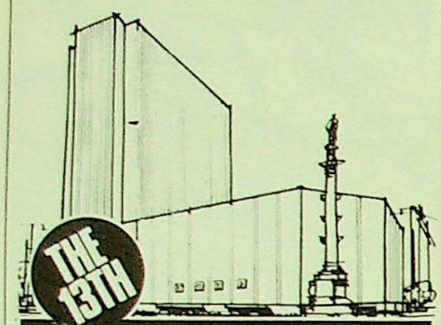

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News & Notes

(continued)

For the six months ended January 31, 1976, sales were $4,267,179 compared with $4,290,423 for the first half of the prior fiscal year and earnings were $207,617 or 18 cents a share versus $249,080 or 22 cents a share a year earlier.

W. R. Grace & Co., announced all-time records during 1975 in sales and revenues, net income and earnings per share.

Net income was $166,678,000 for the year ended December 31, 1975, up 40% from the 1974 figure of $119,110,000. Earnings per share reached $5.31, up 39% from $3.83. Sales and operating revenues rose to $3,529,163,000, a 1% gain over the restated 1974 figure of $3,500,367,000.

PUBLICATIONS

Jolyn Products Inc., importers of such items as chains, beads, clasps, and earclips has announced the release and distribution of a new 36 page color cover catalog. A catalog may be obtained by writing Jolyn Products Inc., 866 Sixth Ave., NY.

Companies marketing bicentennial products are invited to submit photographs for inclusion in the U.S. Historical Society's book: *Cornucopia '76: Memorabilia of the Bicentennial.* Photos and brief product descriptions should be sent to: U.S. Historical Society, First and Main Streets, Richmond, Vir. 23219.

Collectors of miniature accessories who are bound for England may be interested in the **Catrin Edwards-Jones** shop in The Lanes at Brighton, which supplies tiny things from the past and present to equip and furnish doll's houses.

Catrin also produces a catalog listing Victorian and Edwardian dolls, costumes and accessories. These accessories include fur hat and muff sets and doll-size cover-up pinafores. There are also peasant fashions, footwear, cotton stockings, lace-edged underwear, tiny hats, and minute parasols.

Further inquiries may be directed to Brighton 34677.

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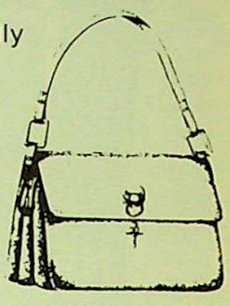

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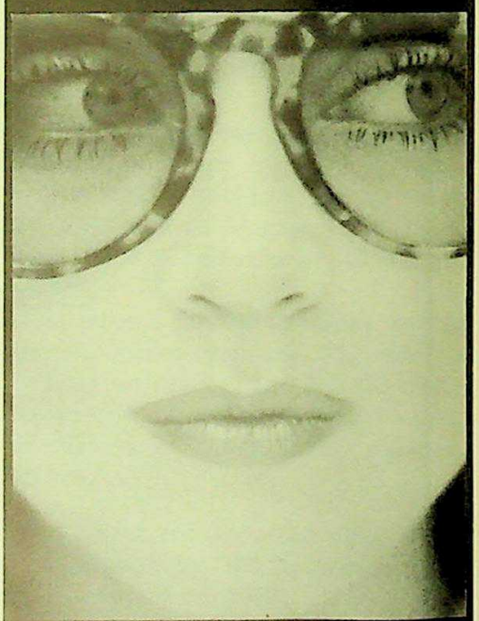

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Midwest Report

(continued from page 10)

"We strongly believe in having an in-depth stockpile of merchandise. In fact, our stockroom is bigger than our 2400 feet of store space. By eliminating the tightrope of a small selection we are free to satisfy unusual needs such as those of a large wedding party or the customer who prefers variety in color and styling.

"Another problem that we have eliminated is thievery. Our personnel (half of whom have been here over fifteen years) are numerous. Although we have a touch and feel junior area, the large sales crew is effective in discouraging pilferage and is a sales plus."

Barnett's has always carried a large selection of gloves that forms a good basis for year round sales. Perella wool, fur and silk-lined gloves are good winter holiday items as are Van Raalte's vinyl gloves. Nylon stretch satisfies summer needs, with the color varying each year.

Barnett's believes in promoting moderate priced handbags and the swagger remains the best seller. Women prefer the styling of Julius Resnick and Carnivale. (The latter are vinyls that retail between $13-$25 in all fashion colors from light grey to celadon. Theirmedium prices and attention to detail give them excellent midwest customer acceptability).

The career girl favors handbags by Dorcelle and Mardane. Mardane's vinyl clutch is extremely popular in the $9-$20 range and an excellent spring choice is the initial clutch with gold chain at $16.95. Dorcelle's casual leathers cover all new styling requests, whether body bag or mailman's pouch.

The teenagers like Trio and National Handbags for their neatness and compactness. Also popular is Lou Taylor's 3012 and Letisse's foldover clutch. All of the above are best in light tan, white and grey year round.

Personal leather goods, like gloves, always sell. Number one trio is the boxed Princess Gardner $12 set for gift-giving. Lady Bosca wallets also have their fans and Sirco's $5 wallet is a consistent winner for teen tastes.

"Since we put emphasis on carrying such a large stock," remarks Mr. Barnett, "we cannot help but decry the sloppiness on the part of some manufacturers. There are those who completely disregard the delivery date and send their orders past the cancellation date in any colors they have available. We would like to point out that in the long run it is more beneficial to inform the store when conditions of the order cannot be fulfilled correctly. It's the kind of courtesy that should be the norm in our industry."

Chicago's Diversey Avenue houses many small shops but few have become as familiar as the French Luggage Shop. Thirty years ago Ms. Helen Hirszzon opened in the neighborhood and her personal service continues to this day. Certain trends have passed — white and pastels are now sold year round, travel bags are for work as well as for visiting ports unknown and an emphasis on quality leathers has shifted to man-made materials.

Today's customer prefers the neutrals — rust and camel for winter and white, bone, ostrich and natural for summer. New

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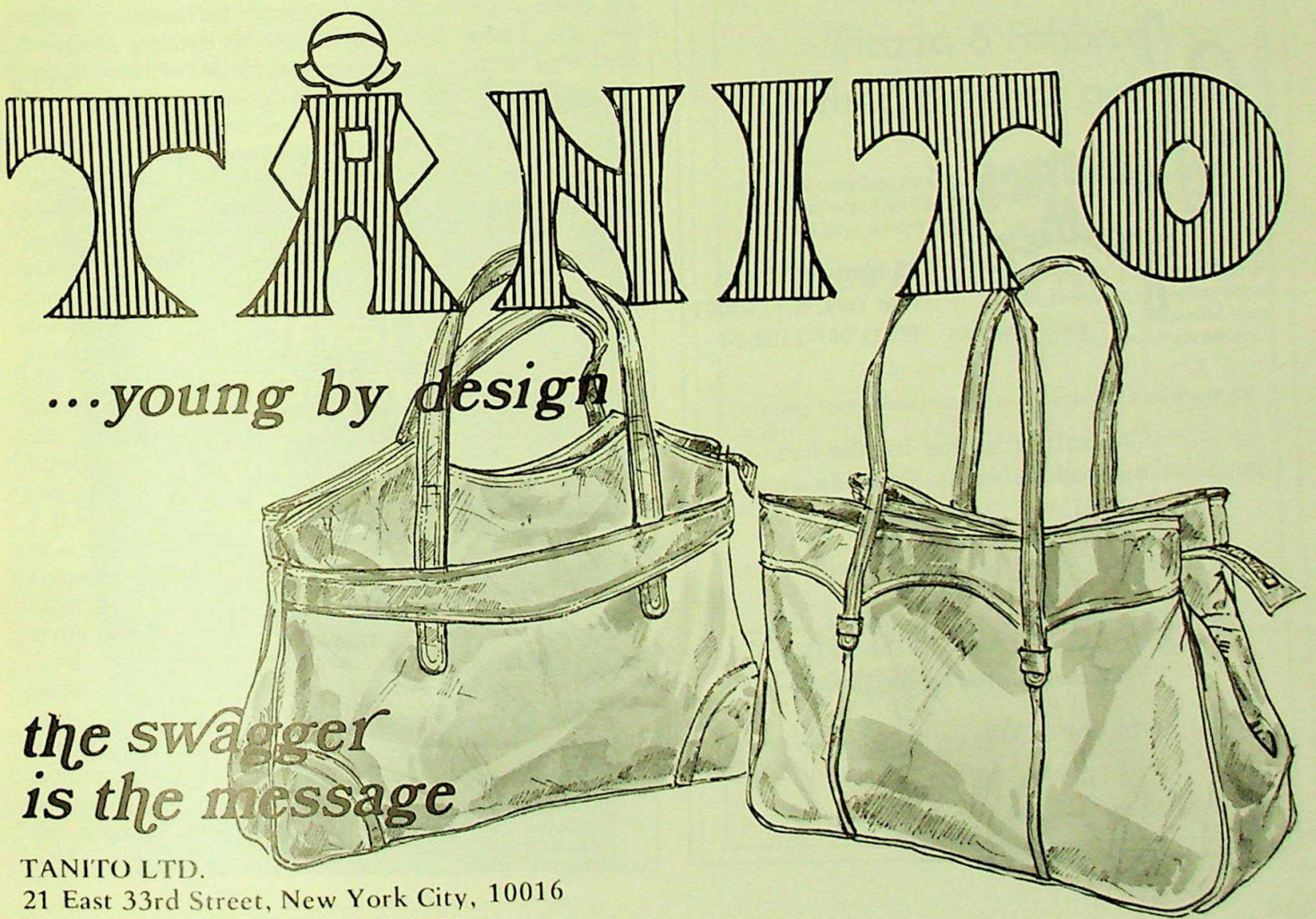

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(continued)

warm weather looks are leather and cork in short shoulders and clutches, straw clutches and totes trimmed in leather and vinyl and burlap and canvas. A large range is available from inexpensive copies to better bags with $25-$30 as the popular price range.

Squashy leathers continue although Dorka Bosker, manager, predicts the return of the smaller handle bag. The clutch is a natural lead into the handle bag, especially in the midwest where long cold winters contribute to an incompatibility of furs with shoulderbags.

There are also changes in the demand for personal leather goods. Men prefer the slimline trifolds and doublefolds while women ask for the checkbook clutch and French purse and the young the foldover clutch and French purse in the natural materials. Latest eyecatcher is the short French purse with combination change and card case ($7-$12).

Further up is the Lake View area — a mini-Broadway of neon nitery's, gryos stand, boutiques, stained-glass saloons and brownstones. Four years ago Sandy Horwitz's level of frustration reached a high when she found she could not shop in her own neighborhood for clothes to satisfy a conservative yet chic work-play concept and Clothes Minded was born. A store that steers away from the costumey to provide a line of separates and accessories for the working gal, Clothes Minded offers service and tips on the current how-to's until 8 p.m. each day. The evening hours are a two-way bonus — 25% of the entire sales are during these after work hours.

Spring's break-through includes a dabbling of fresh resources. Mary Drawers roll-sleeve T's in a surge of brights (orange, yellow and purples) mix with the biggies — loose tops with distinctive little touches like mandarin necklines and lace cutout collars and cuffs. San Francisco Shirt Works' stripes and plaids in shades of plum, blue and pink are great with jeans.

Scarfs go to great lengths to perk up an outfit. In this case, the length is a descending one as the emphasis shifts from head and neck to the "fanny." Scarfs (28", 32" and 36") are folded in a triangle and wrapped around the waist over skirts and pants. This hip laoyering has a flirtatious effect — shades of Dorothy Lamour's sarong.

Robinson & Golluber's line of gauze with cords on each end is a turban, an obi wrap or a halter. Small cotton squares, by Echo and Natco, are in liberty-like prints and plaid or overall patterns.

The elastic stretch is The Belt — with interest focused on the buckle. Slam, Calderon and Sunflower provide the puckered accents. The latter's jean belt is a winner in 1½" light blue denim with big silver buckle.

Big tops and skirts get a nudge from the walking short (in-between the gaucho and the bermuda). The walking short teams with a jacket for a tailored effect that may be a summer sleeper. A good finishing touch is Gale Enterprise's California look of choker length necklaces. Natural beads and even dried raisons with little hints of color in a variety of shapes pick up on the outfits in a reasonable $5-$8 price range.

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Southeast Report

(continued from page 10)

The Cricket Shop opened nineteen years ago in Broadview Plaza, a close-in Atlanta location. Since then the shop has tripled in size from 3000 to 9000 square feet and has evolved from a rustic country look to its present eclectic, contemporary decor.

An outstanding selection of rtw, sportswear and fashion accessories, expert personal service and creativity in display and merchandising have remained constant. Mr. Goldsmith assumes reponsibility for sportswear buying while Ms. Goldsmith buys dresses and accessories. Although they separate on buying trips, the Goldsmiths say they always know what the other is buying.

Several of the salespeople have been with the Cricket Shop for years and old customers request their favorites. "Many customers trust their salesperson's judgment enough to walk directly to a fitting room without looking through the racks," said Ms. Goldsmith. "Customers are made to feel that someone knows their name," she continued.

The Goldsmiths often change a display, utilize a fixture in a new way or move merchandise to different locations in the store. Ms. Goldsmith's artistic talents extend into design; one creation resulted from her purchase of an Indian belt buckle. She designed suede cloth and stretch fabric belts so the buckle may be sold with or without a belt. ($8 retail)

One of the most popular areas in the shop resulted from Ms. Goldsmith's design ventures. When a very special customer needed an exceptional necklace for a dress, Ms. Goldsmith decided to design the piece herself. Now, the custom jewelry-making department is a bustling enterprise. Everyone in the shop, including the customers, make jewelry...it's a favorite pastime of many men shopping with a wife or girlfriend. An unused display case serves as the perfect fixture for the many plastic punch cups needed to hold beads, findings, chains and novelties. Two work tables are provided along with rolls of "tiger tail" for stringing. All the beads and materials are naturals and include wood, ceramic, glass, clay shells, tiger eye, mother of pearl, agate and myriad other non-artificial materials. "Buying findings and beads is a labor of love for me as it is an exceptionally difficult task," said Ms. Goldsmith. "We are very careful about the quality of our materials and try to use as many sources as we can." Prices of finished jewelry vary according to the materials used. If a customer crafts her own piece, she is charged only for materials used."

Other jewelry in the Cricket Shop is mainly in art/designer lines. Bronze and pewter designs are good sellers. A pewter bracelet resembling a screen latch hook sold in a day at $18 retail. Other popular pewter items are chains that dangle coke bottle caps, beer can flip tops and candy kisses.

"Small stores have an advantage in being able to easily pull merchandise from every department when dressing a customer," said Ms. Goldsmith. Customers are encouraged to buy hats, for example, for everyday street wear. A popular look is a straw hat and scarf with jumpsuits. Jumpsuits, especially in natural woven fabrics, are selling very well as are dresses. "*THE* top is the "T" top!" noted Mr.

(continued)

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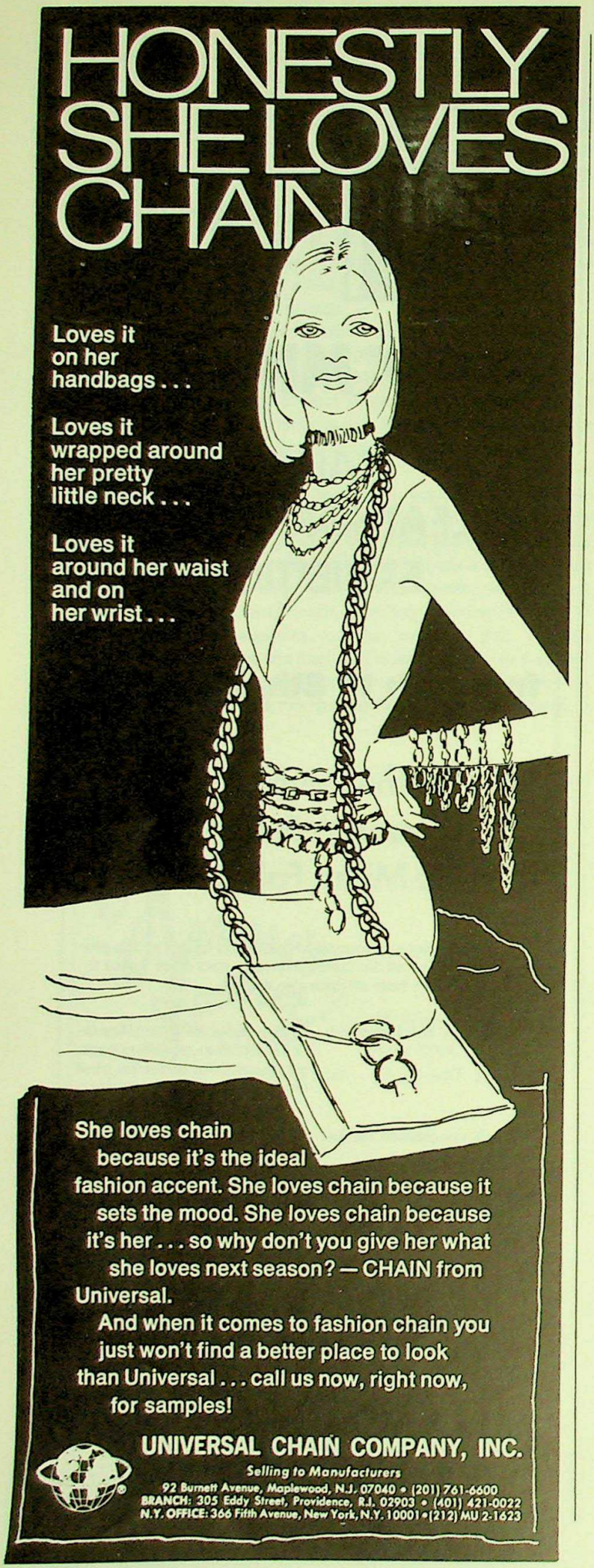
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(continued)

Goldsmith. "Woven fabric halters will do well but our best seller is a poly that is 'one size fits all' in a wide range of colors." Shoulderbags and convertible shoulders are the best-selling handbags. Good reaction to woven naturals began in early spring with a rough raffia tote that sold out in a day at $12 retail.

Spring-like temperatures in February attracted Southeastern customers to spring merchandise enabling stores to measure early reactions. At Davison's in Atlanta, handbag buyer Marge Veneziale reports that vinyls continue to be her biggest classification with early requests for white. Good reactions to handbags in woven materials are evident as macrame, straws and canvas are beginning to sell for spring and summer. Ms. Veneziale notes increasing interest in a dressier handbag and cites an increase in clutch sales, especially in leather. Black patent has been requested frequently by customers and the best seller has been a $12 box bag style.

In Jacksonville, "Florida Frills," a women's accessories shop in the Town and Country Shopping Center, straw and woven fabric handbags are selling two to one over white. Owners Jack and Elaine Schaffer describe scarf sales as "great." Although squares are most popular, Frills also sells many long oblongs. Salespeople encourage long scarf sales by showing customers how to use this length. Frills' custom jewelry sales are strong and newest designs in sterling and shells are selling well. Mr. Schaffer uses abalone, mother of pearl and limpit shells mounted in sterling settings to craft these designs. "We depend more and more on our own jewelry design because our customers are looking for something unavailable in the market," said Mr. Shaffer. He explains that the chunky naturals sold last year in Jacksonville and now his customers are looking for something different. One jewelry line features olive shells and macrame. Pieces retailing for around $20 are Frills' best sellers in shells.

Southwest Report *(continued from page 10)*

The carpet is woven in a denim design. Inside the dressing rooms with their swinging gates is carpet that resembles levi pockets, a design made to owner Jean Wright's specifications. Bandana fabric is inset into the walls.

The original Jean's store, which sells women's wear is a sedate shop with white walls, gold carpet and a show window which is changed every day, with the displays based on a single color. There Vera Scarfs, Mr. John, Trifari and Catherine Stein Jewelry are best sellers. The new Jean's Juniors has a totally different look.

"In juniors, we depend on seasonal trends, but just try to out-guess what the demand will be," says the petite, dark-haired Mrs. Wright. "Our area runs about a full season behind metropolitan acceptance of styles, so I have to try to create a demand. We do this by holding 10 to 12 style shows a year, slanted for sororities and using the girls themselves as models. This kind of style show gives us great publicity." The new store, consequently, has room to seat up to 40 for style shows.

Prominent among lines at the Junior store are Honey Bunch bags, Kim Jewelry and Glentex scarfs. Bright yellows, greens, navy and white were promoted for the store opening. But the big seller—you guessed it—was denim.

It's been a good year for cotton scarfs at Titche's recently. And this department store recently cashed in on that interest by bringing a representative of Carol Horn for California Things to demonstrate the "wonderful wrapport" of her cotton gauze wraps. Customers watched her make a 14 x 72" bias tie ($8) into halter, head wrap, belt or neck wrap; convert a 44-inch triangle ($9) into halter, neck, head or waist wrap. There was a versatile Samurai belt ($10) and a headwrap of big squares, sewn together ($11). The sarong ($14) was wrapped around the waist, then worn as a shawl, cape or top.

And in the downtown Titche's, there's a new location for handbags with more space for hanging bags and also more cases. "Handbags have become an item business," says buyer Lorraine Chambers, "so we're using more cases for the better goods and highlighting them with special display. Then we make an important statement in the volume price points."

The new glass and chrome fixtures are set around mirrored columns that have pegs for spotlighting items. In the cases, Allied's imported Italian leathers in the $35-$100 price range are featured.

"Our number one handbag is the Empress Organizer, followed by Rite Style's shoulder with frame and two pockets. We keep these in large numbers on table displays 12 months of the year," she said.

This year Titche's has a larger percentage of handbags in straw (a classification that also includes macrame, string and abaca twines by Hallie St. Mary, Magid and Cadet along with Allied's imports). With 12% in this category and selling well, Ms. Chambers still expects vinyl to outsell everything, with white the best color.

Just back from Italy, she found a larger portion of the better leather imports in clutches. "I believe in the clutch, especially the clutch that is a little larger to go with the big dress. I think gray will be an important suede look, though not a volume one. And early in the season, suede will be more important than last year," she said.

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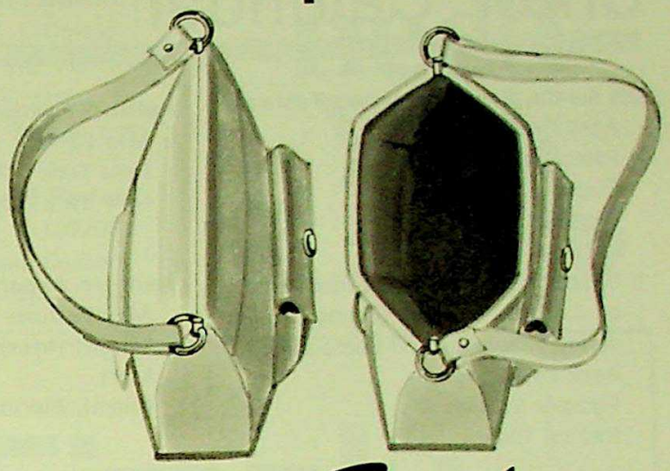

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May 11-13
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3rd Annual Italian Leathergoods Trade Week
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Miami International Merchandise Mart
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June 21-27
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Rhinebeck, New York

Washington Gift Show
July 11-14
Sheraton Park Hotel & Shoreham Americana
Washington, D.C.

Chicago Gift Show
August 1-6
McCormick Inn, Palmer House & McCormick Place
Chicago, Illinois

Luggage & Leather Goods Show
August 8-12
International Centre
Toronto, Canada

New York Gift Show
August 15-20
New York Sheraton and New York Coliseum
New York City

Gift & Decorative Accessories Show
August 20-September 1
Miami International Merchandise Mart
Miami, Florida

Florida International Gift Market
August 29-September 1
Miami Merchandise Mart
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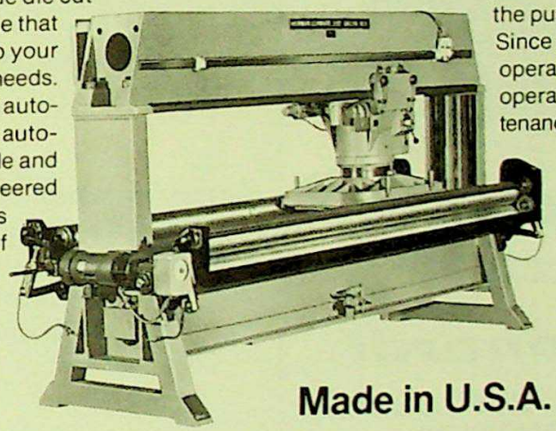

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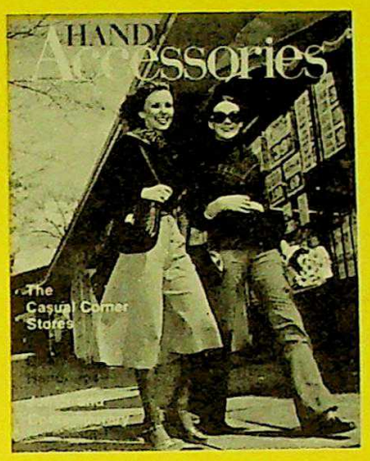

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MAY, 1976

Reg. U.S. Patent Off. Vol. 78 No. 5

Our cover
Main Street, U.S.A., a great place to shop. Left, the important north/south shape for fall, in polyurethane with front metal closure that echoes the shape of the bag, by Markay. Silk scarf by Adolfo (General Wig). Narrow cable belt with silver closures by Together Crafts. Right, short double-handled suede and leather trapezoid-shaped bag by Playgirl. Oversized plaid flannel top by G-Wheels. Thanks to Graffitti and the other Main Street, Westport, Connecticut, shops for their cooperation. Photographer: Laurie Constable.

In this issue:
Fall handbag market report — new junior and contemporary designs.
New column — "There's a new line you should see" — a bulletin board of new accessory resources and collections.

H&A introduces a new editorial board of directors.

Special Feature
Casual Corner Stores — the junior fashion chain shares its secrets of success.

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PRESENTS

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OUTLOOK: Fair and Clear

New York News

CITY EDITION

May 1976

HOOPLA-LA!

New Earring Design Being Patented

"Stick It In Your Ear" Comment Clicks Idea

The U.S. Patent Office in Washington, D.C. has received a patent application for a new closing mechanism for an earring for pierced ears.

The design resulted from efforts to develop an endless hoop at the New York firm of Worldly Possessions, a manufacturer of precious metal jewelry.

At the same time, principals of the firm were trying to develop a regular spring ring earring. They saw in a European magazine an enlarged picture of the retractable spring ring used in necklace closings. Someone from the back room was heard to say, "Stick it in your ear!" And an idea was instantly born.

Then began the long period of working out a prototype, getting into production schedules, getting buyer's reactions and assigning promotions. A name was needed immediately for the new earring and Hazel Leigh Designs, the advertising firm which developed the "Wouldn't you really rather have the real thing?" concept which launched Worldly Possessions last spring, was asked to come up with a new name. The result was the highly marketable HOOPLA-LA!

How It Looks

MODEL JANICE JUNE TRIES OUT HOOPLA-LA! EARRING

Worldly Possessions To Make New Earring In Precious Metals

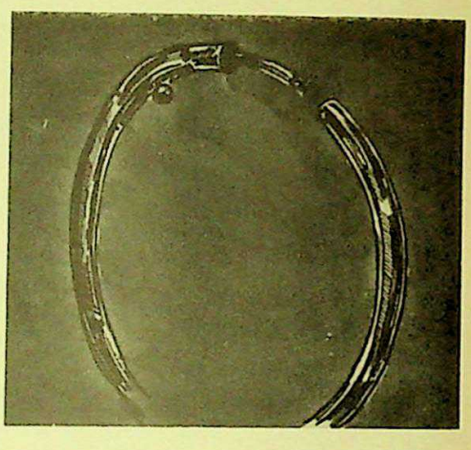
Silver and Gold Filled Earrings To Use New Closing Mechanism

This precious metal jewelry firm announces plans to market the Hoopla-La! earring in both Sterling silver and gold-filled, with three sizes of hoops

Previewed in the January market, without even a finished sample, using only the rough prototype available at the time, Hoopla-La! created enough hoopla that considerable paper was left.

This included the largest single order of the firm to date on any single item.

Prices will be the same for sterling or gold filled with the earring preticketed at $7.50, $10 and $12.50 for small, medium and large hoops.



How It Works

The new closing mechanism for Hoopla-La requires no clutches or backs to open the earring. The post inserted in one side of the hoop itself springs back into the hoop on the other side, becoming an endless hoop that is kept in place by a spring mechanism.

by Worldly Possessions

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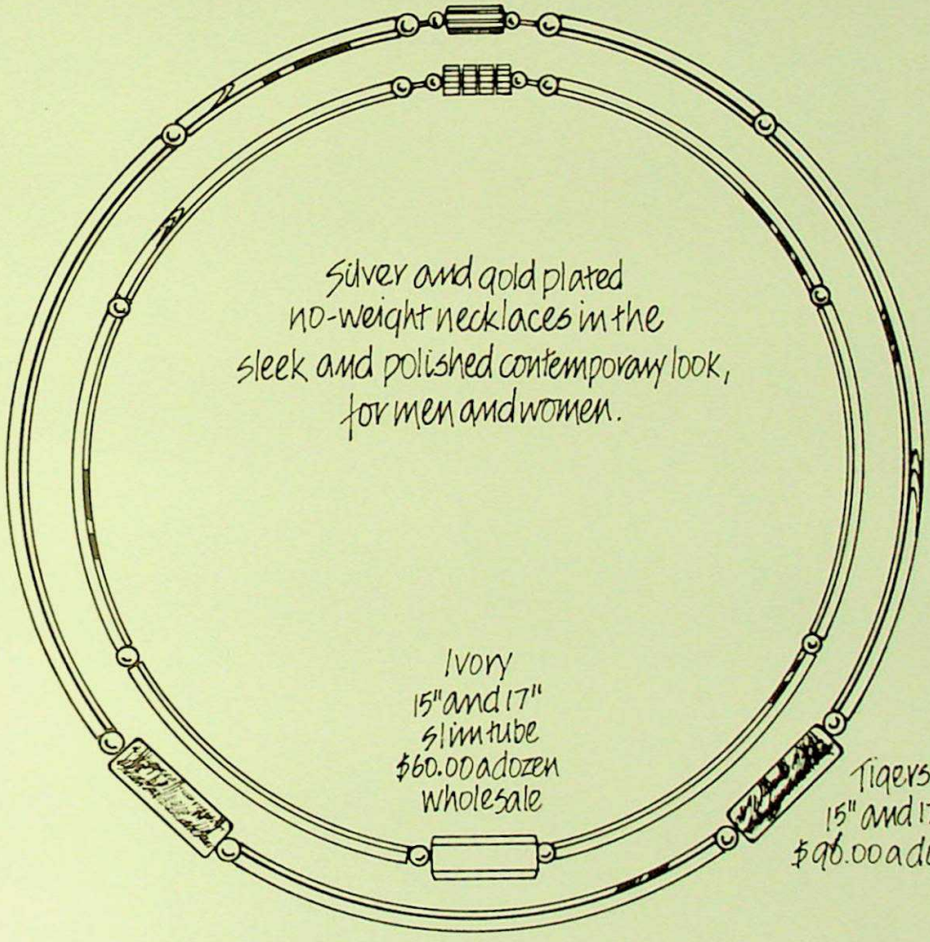

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Dear Ms. Prowitt:
Change can travel so slowly that obscurity soon overtakes it.

Not long ago you made the suggestion of a merchandise mart for New York. This suggestion has been brought up many times, only to be dismissed as impossible. In the interim, regional marts are dominating certain areas and growing in attendance and number.

The Atlanta, Charlotte, Dallas, Los Angeles, and Minneapolis marts are growing in attendance. Dallas and Los Angeles, through the combined efforts of the merchants showing there and the aid of local government have become "must" areas for buyers to visit. Soon to open — a major mart in Chicago in '76; and in San Francisco in '78. (Interesting too, these areas represent the fastest growing areas in the U.S.)

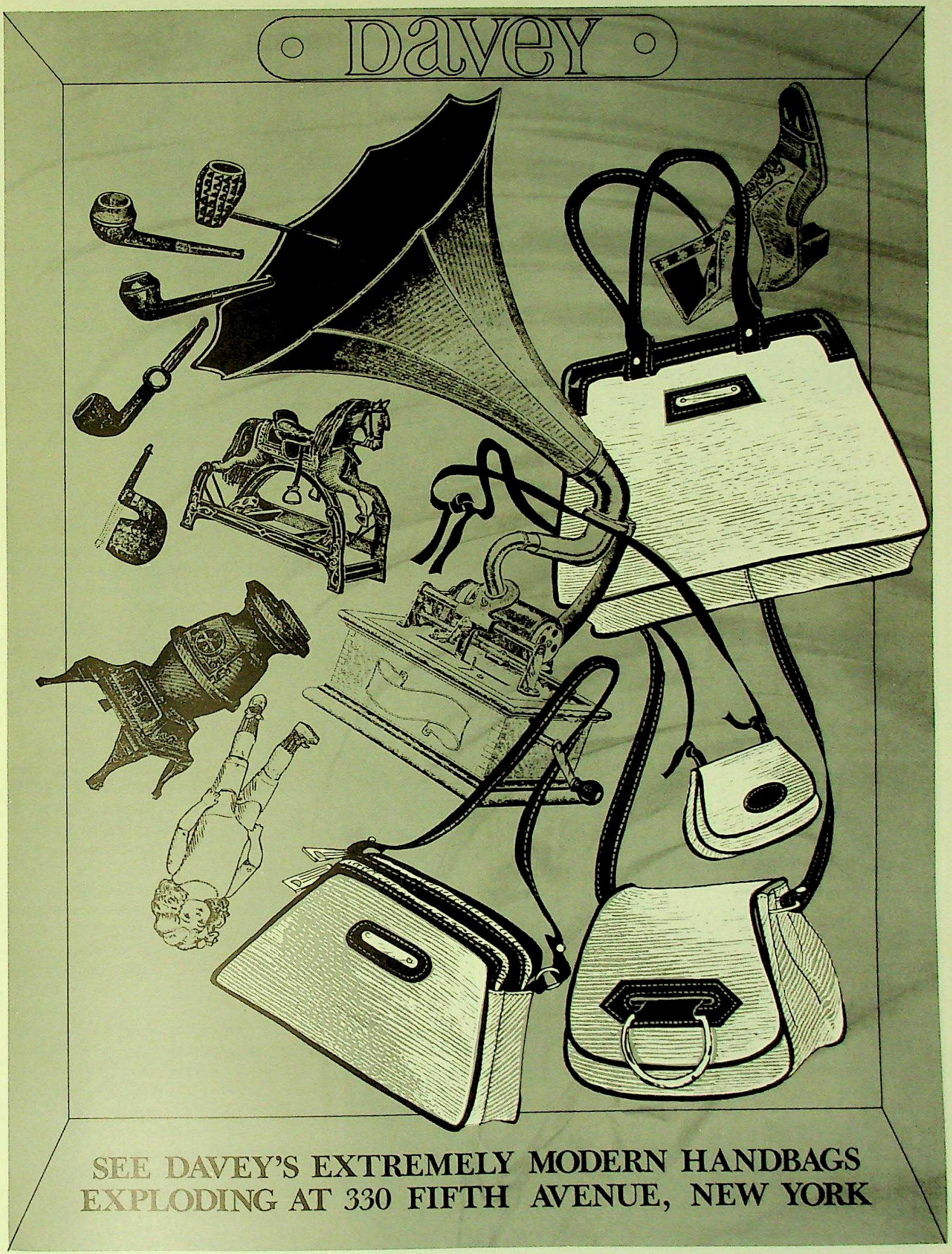
There was a time when a buyer came to New York for eight to ten days and was able to cover the market thoroughly. Today in three and a half days, she's expected to be as thorough. How much can she possible cover, with so many resources in New York, and so many categories? In 1975 6,800 fewer buyers registered here (N.Y. Times figure).

A recent headline quoted "Imports: an antidote for sameness." There is always lots that's new, exciting, and saleable right here. However, unlike in Europe or the marts, who has time to find them?

Do a formal poll of buyers: you'll find they enjoy the safety, weather protection, mobility and availability of the one mart concept.

With so many buildings in New York, 75% vacant and more, it wouldn't be at all difficult to find a suitable location.

(continued)


davey
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Dear Ms. Prowitt

(continued)

As a matter of fact, the leveling of "Twin Towers" has been suggested more than once by Theodore Keel. Why not turn it into a mart with hotels, theaters — what a view of our world! Accomodations could be made for visiting shows, foreign lines, etc.

New York has always been where it's at, but we have to move to get it back!

Murray Held
New York City

FINALLY!

Dear Renee:
Your recent editorial on design struck so many responsive chords in me (as a designer) that I had to write.

How wonderful it is to know that finally the market is beginning to recognize the need for creativity. I thought the day would never come! It is extremely frustrating for a designer to be in a market that is so incredibly slow to change.

The reason for the new demand for designers is that competition is keen and the manufacturers realize that the same old "safe" items just don't sell as well as the new and innovative bags.

Creativity is akin to life and aliveness and it freshens and renews everything it touches. The few designers who started innovating about five years ago began a new burgeoning revolution. I feel its momentum even more so now.

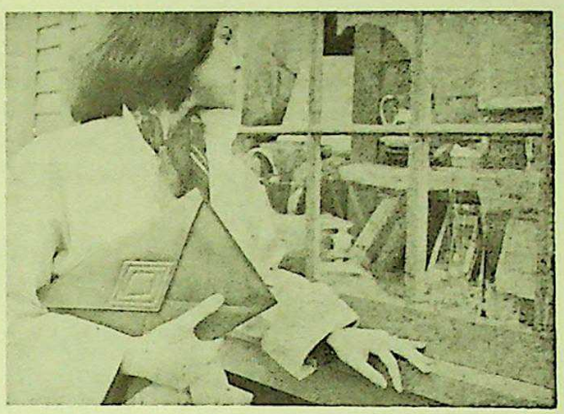
Without the kind of awareness and encouragement from people in the industry like you, I know this market would lose a lot of talented people. Especially I would like to commend Lou Nathan for his work at FIT to keep the concept of handbag design and pattern-making alive for young people.

Perhaps finally handbag and accessories design is becoming a legitimate part of the rest of the fashion world.
Fondly,

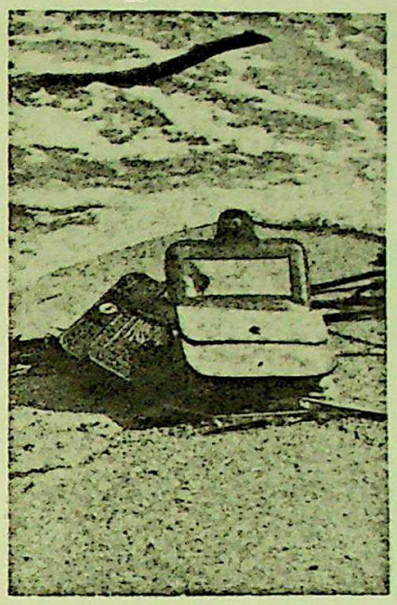
Roz Binger
The Bag Game

leather . . . expensive looking . . . but no longer expensive!

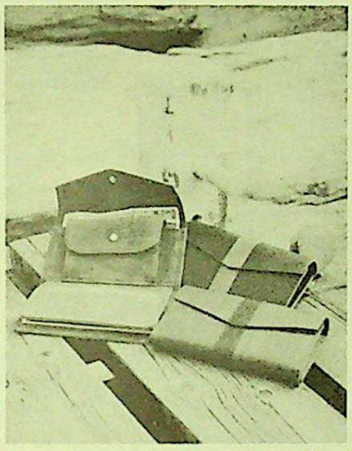
see all the popular and new styles designed into this smart line . . . from a great new company



Clutch Bags



Gaucho



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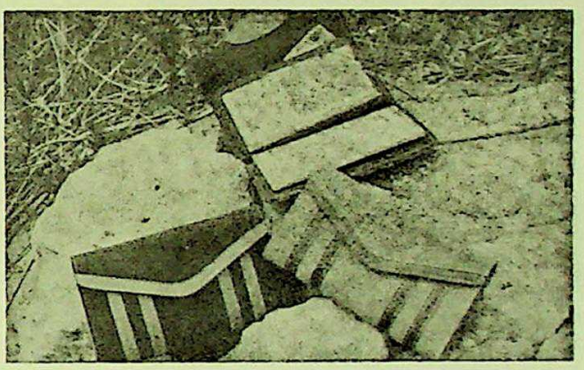

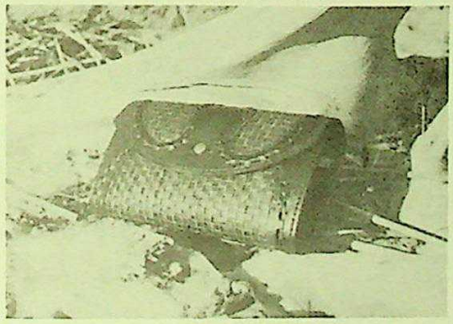

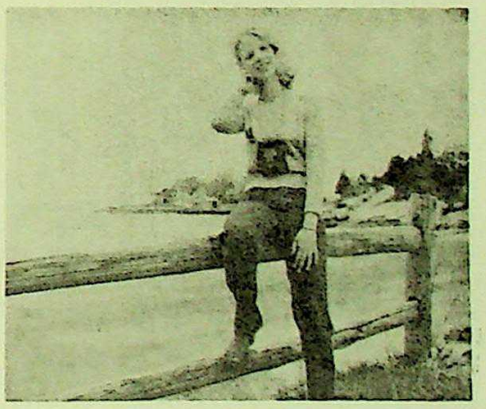

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There's A New Line You Should See...

HANDBAGS

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Initialed canvas bags designed by Cathy Robinson. After purchasing the bag, the customer sends in a card for the hand-embroidered initials. She receives, free of charge, an additional velcro flap with her initials sown on, so that she has two changeable flaps for the handbag—one plain, one initialed. $5-8 cost at Alart, 389 Fifth Ave.

Barbara Bolan, Inc.
A new collection of high-fashion, very sophisticated leather and fabric handbags and small leathergoods from Italy. The bag line will wholesale from $15-$75 and the small leathergoods from $8-$25. At 320 Fifth Ave.

Selvy for Cathy's Brown Bag
A collection of totes, clutches and shoulderbags in velvet, with shirt-stripe linings and corduroy, designed by Selvy to complement his sportswear and coats. The line will wholesale from $2.75-$11.75. Cathy's Brown Bag is at the Gary Gaines showroom, 320 Fifth Ave.

Slam Bags
Slam Belts of California has an interesting new fabric bag collection. Introduced for the early fall market, the bags are in some very unique printed fabrications and shapes. Some with belts to match. Designed for the junior to contemporary customer.

Valerie Accessories
A new division called Carrasco, featuring bags with a fashionable/casual flair. In soft nappa leather, the line is made in Uruguay and will wholesale from $20 to $35. At 330 Fifth Ave., Rm. 1306.

Hang-Ups By Honey
A new division of the Honey Bag Co., the group is styled for juniors, domestically made and priced in the $8 to $8.50 cost range. Hang-Ups is represented by Mida Accessories, 320 Fifth Ave.

Genesis
A new handbag line from Argentina in cowhide. Emphasis is on contemporary styling at a price—retail from $10-19. At Stephan Adrian, 375 Fifth Ave.

JEWELRY

Pierre Cardin—Jewelry
The Biagi division of Swank soon will be exhibiting the new Pierre Cardin collection. The line will be available in June at 4 Park Ave.

Foreign Flair
Fashion jewelry from Greece—handmade ceramic beads, mostly necklaces and some bracelets and earrings. To retail under $15. At Jeffrey Lawrence Assoc., 389 Fifth.

(continued)

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Margolin presents a great cross-country collection that beautifully combines color and design, pays important attention to detail, and upholds our fine reputation for wearability.

Leathers, suedes, reptiles and fabrics turn heads in on-the-go short shoulders, on-the-arm handles, on-the-run travelers, on-the-make envelopes. All the shapes that add lots of fashion mileage to this fall's selling.

So if you're ready for a collection that's trendy, terrific and timely, see Margolin first. You'll quickly see it's Baggerie at its best.

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There's a new line. . . *(continued)*

SCARVES

Adolfo Scarves

A collection of hand-rolled silk scarves following a classical elegant theme. The scarves are available in 12'' by 60'' oblongs, 24'', 28'' and 32'' squares and will retail from $10 to $16. Adolfo Scarves, at 55 West 39th Street, is a division of Revlon, Inc.

Halston Scarves

A collection of georgette, crepe de chine and cashmere/silk blends, the scarves are available in 20'', 27'', 32'' and 36''. The three major themes include jewel tones, geometrics and signatures. Made by Daniel la Foret, the French scarf house, and shown at their showroom at 320 Fifth Ave.

BELTS

Pierre Cardin—Belts

An elegant collection of classic, narrow belts in soft leather and snake. Hardware is beautiful in 14K gold-plate, silver and tortoise. Retail from $17-$44. At Pierre Cardin, 330 Fifth Ave.

FASHION TOPS

Fashion Accessories at Theodor

Valerie Barad has created a collection of vests, ponchos, hats and scarves for Theodor of California. Some of the new accessories coordinate with the handbags. The vests and ponchos will retail about $23, the hats and scarves from $6. Theodor's showroom is at 10 West 33rd Street.

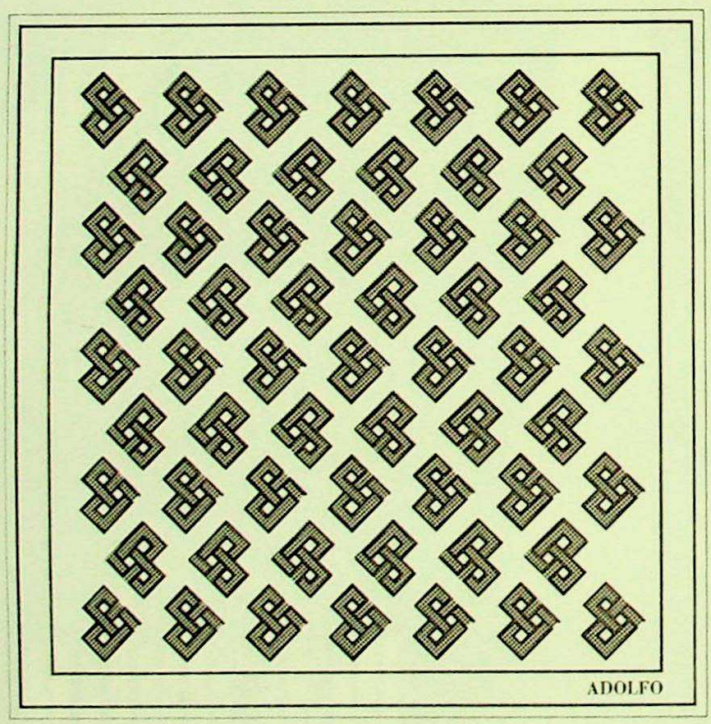
COMING IN JUNE

- Handbag Market Issue II
- Fashion Accessories Survey: Business report based on department and specialty store survey: What happens to sales figures when accessories space is increased?
- Jewelry: Hang It All! The strange and beautiful things that will be worn on cords and chains this fall.

COMING IN JULY

- Consumer Survey: The whys, how and wheres of buying accessories -- opinions from a representative group of women and men.
- Umbrellas -- How to Display and Sell Them

The look of classical elegance...



The Adolfo Fall Scarf Collection

Showings begin Monday, May 10, 1976

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Regional Reports

CALIFORNIA

By Diana Ho

Los Angeles...The California Accessories Guild seems to have fostered a child of controversy with their early fall market in March. General reaction to the advance presentation was positive, however, some local retailers contended that it could be a dangerous endeavor.

Eve Harris, dmm for the Broadway looked upon the event with enthusiasm: "It's encouraging to see the Los Angeles market becoming important in jewelry and handbags; this fall the market looks good and creative." She noted strengths in the handbag market, particularly in primitive fabrics, hunting bags, Frye leathers and transitional canvas.

(continued on page 79)

MIDWEST

By Joni Johnson

Chicago . . . Chicago's social set inaugurated the "Place" with a gala preview benefit and set up an immediate murmur of quotable superlatives ranging from "eyeboggling" to "fabulous," "stupendous" and "fantastic." Wall-to-wall shoppers were so numerous on opening day that employees had difficulty getting through to go to work. Hundreds lined up on the same day for charge-card applications to Lord & Taylor's, who, along with Marshall Field & Company, anchor the world's tallest reinforced concrete structure on North Michigan Avenue.

(continued on page 80)

SOUTHEAST

By Carol Adams

Atlanta...Whither thou goest in an important fashion season is determined after a long look at the immediate past, present and future. Southeastern accessories designers and reps repeat many of the same phrases..."its been a good general year"..."prettiness is back"..."naturals"..."strong shoe influence"..."a spirit for black"..."delicates" and "dressiness". Although spring sales lacked the one, hot new item to create excitement, some spring indications can be related to fall.

Although jute, straws and macrames were the biggest spring sellers in handbags, steady sales were maintained for vinyls—especially black patent. Canvas in pastels and travel groups and fine leathers in pouches, clutches and totes have also been Southeast sellers. There has also been some item interest in bags like Annie Laurie's accordian-pleated, heavy gauze floral print fabric and South American serape looks and belt bags. The increased interest in dressier looks has helped clutch sales; primarily in city department stores.

(continued on page 82)

SOUTHWEST

By Pauline Neff

Dallas . . . Buyers who attended the "Presenting a New Fashion Season" luncheon seminar at the Dallas Apparel Mart during the Transitional Market learned how to choose fall promotional colors, prime their sales force and hold a style show.

Kay Newitt, of Kay's specialty shop, North Little Rock, and an instructor at the Little Rock School of Fashion Merchandising, put it succinctly when she told buyers they must take all the knowledge and enthusiasm gained at market back to the sales staff, advertising copywriters and ultimately to the customers. She advised holding weekly sales meetings with staff to inform them of what garments and accessories were coming in, why they were bought, how they should be worn.

(continued on page 84)

FASHION ACCESSORIES

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THE DESIGNERS

Viewing **Mother Nature's** new shell collection of pendants, chokers and earrings is definitely a ticket for a fantasy trip. To where? To any white-sanded, shell-filled beach in the world. All the shells used are in their natural colors and most are harvested for food value in their native lands. Mother Nature, however, has harvested them for their beauty and attaches a tag to each piece, describing the shell, its origin and interesting aspects of its history. The shells are hung on a variety of unique beads that are an around-the-world trip in themselves—olivewood fromBethlehem,camel bone from India, cherry pits from Japan and opaque glass from Italy.

The necklaces are nature's wonders—expressive of the remarkable and delicate beauty that is in our world. From Mother Nature of Atlanta (at the Merchandise Mart).

Antique ivory — unique, bold cuffs and pendants — are the newest things at Finer Things. The collection is of genuine antique ivory from India, "guaranteed to be 50-100 years old", so we needn't worry about the elephants. (No more ivory is to be brought out of Italy as of March this year, we are told). Each piece is original, one of a kind. There are smooth ivory cuffs and intricately carved cuffs, bangles with stones, bold pendants and little pill boxes. These items retail from $10 to $500, most at $40-100. By Lizard Imports at Finer Things, 320 Fifth Avenue.

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best in the hand painted brush stroke effect. Sizes include 20", 27", 32" and 36" with a super size cape in cashmere. The avalliere shape, an oblong with bias cuts at the ends, is described by Judy Young as infallible. "No matter how you tie it, it looks beautiful." Judy was right, for she simply threw the scarf about her and the ends floated a la Isadora Duncan. At $16 each, these are dramatic.

Other fabrics available in the Halston line are georgette, crepe de chine and a soft, soft blend of cashmere and silk. In 36", the fabric will make a scarf at $28

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The success of fashion accessories continues to lure the super-star sportswear and rtw designers...the latest entry is a current favorite on Seventh Avenue — **Halston**. Scarves are being made at Daniel la Foret, the French scarf house, and will be shown at the new Daniel la Foret showroom at 320 Fifth. There are three important themes in the Halston collection: the jewel tones, deeper in the middle and lightening to the outside; the geometrics with squares and shadows of color; the abstract Halston "H" design, a great, fat, round letter.

The recurring themes are carried out

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each and the 27'' version for this luxury fabric is a mere $12.50. A new address, remember: 320 Fifth.

Collectables
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Prize Possessions
An Accessories Potpourri
By Anne Roth
392 5th Ave, NYC 212-279-2380

At Pierre Cardin, a lovely new belt collection has joined the PC handbags, scarves and sunglasses at the 330 Fifth showroom. The belts, in soft leather and snake, lean toward the narrows. They are classic in design and notable for magnificent touches of hardware — 14 k gold-plated, silver and tortoise. An elegant group. Many for both sexes, to retail $17-44.

More PC news...the **Biagi division of Swank**, producing a line of women's jewelry, soon will be exhibiting the new Pierre Cardin collection. Vice President Frank Pialkoff describes the collection as ''extensive'' and will be using brass, silver and base metals with manipulated goods an important part. An intensive national advertising campaign is planned for the new line. Wait until June, then see the line at 4 Park Ave.

Back to basics seems to be the theme of **Calvin Klein's** belt collection, with white, navy, rust, khaki and beige predominating. Leathers and canvas combinations and leather and canvas alone are stiched and ribbed for textural interest. Leather puzzle buckles have an interlocking tab which goes through a slot and turns to close. A neat, natural touch. The fall line will be shown soon at **Omega**, 330 Fifth.

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JEWELRY
BELTS

The **Churchhill Weavers** do cotton in a homey way. The all-natural fiber shawls and squares have a homespun look not only in the weaving but in the purity of natural colors, beige, cream and white. A clipped fringe beauty will be ticketed at $18 and $17.50. A super scarf which doubles as a shawl is all wool with candy colored stripes, again with the soft tones. About $18. But the classic in the group is a wool basket weave at $19.50. A gem no matter what the whim of fashion. At **Fashion Items**, 417 Fifth.

Total Accessories inc.
Suite 7-L-3 Atlanta Mart 404-523-4418
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Stan Wadler - Ellie Wolf - Dan Wolf

Dan Pollock is going around in circles these days, in his jewelry that is. Discs and more discs are found throughout the collection with one super-sized polished mother of pearl circle made from a single shell. The convex surface has been smoothed and trimmed into a stunning 5'' circle of nacre. A showpiece at $30 cost.

Cloisonne discs with m.o.p. beads intermingled with small cloisonee beads make an Oriental necklace of pure, bright colors. Although these are high priced, they have the unmistakable look of one-of-a-kind heirloom quality items.

Cathy and Marsha, for
Catherine Stein

Contemporary Accessories

417 Fifth Avenue NY 10016 212-889-6721

(continued)

DESIGNERS & REPS . . .

(continued)

Other shells are used in this disc theme; a sundial shell hangs on a bright braid of silk cord, earrings are formed from shell circles and for fall, nickel, silver and brasses are pendant circles. Both shells and chains are available. And round and round we go at Van Allen, 385 Fifth.

The "Scarf Wizard," Willis Hill, is going wild. Known for his scarf tying and wrapping demonstrations, Willis has now designed his own scarves and jewelry — a series of Wild Kingdom designs for Jewelry Concepts (Accessory Street). The group of pure silk crepe squares and oblongs at $90 a dozen will be ready for June market.

The jewelry will reflect his interest in wild animals, with metals and enamels showing their stripes and spots. Most will be on silk cord. The scarfs feature both group and single animals, with a striking pattern of animals at a watering hole. Make hunting easy in June at Accessory Street, 396 Fifth.

The current interest in vests and menswear suitings has found its way into **Leo Narducci's** pure silk scarf collection, also for Accessory Street. At $48 to $66 a dozen, the group ranges from nifty neutrals with grey and natural grounds accented by burgundy, hunter and cinnabar; to an ethnically influenced group of brights — geometric patterns with an American Indian feeling. Departing from the menswear theme is a group of Persian tile patterns and a texture print that looks like wooly yarn — great neckwear for the vested suit look.

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"I began about five years ago in Los Angeles," says **Sandra Pailet**. "I was trying hard to say something—using my designs as a medium for philosophical statement. Oriental art and thought exerted a tremendous influence on my work then."

Sandra's exquisite porcelain jewelry continues to make a statement—if "beauty is truth," then that statement is infused with philosophy. Using a medium that dates back to 14th century China, Sandra's handpainted porcelain hearts, flowers, fruits, vegetables and shells are a genuine tribute to beauty.

Like all objets d'art, the unassuming simplicity of the shapes, designs and colors belies a discerning eye, disciplined craftsmanship and long hours of assiduous effort. "It involves the use

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Scarves.....Plus++

of many creative hands," explains Sandra. "Each piece must go through a minimum of five separate processes before completion."

Sandra's latest tour de force is the delicate rose-covered heart necklace, featured in Estee Lauder's Runaway Roses cosmetic promotion. Her other designs, however, are equally deserving. The animal group includes such interesting creatures as armadillos, salamanders, turtles and elephants; the fruit and vegetable groups are remarkably realistic—strawberries, artichokes, pears, apples and even garlic are hung on silk cords. Sandra has expanded the line with large bangle bracelets that look like huge porcelain doughnuts and interesting neck buckles in pales and brights.

Sandra Pailet's work speaks for creativity and craftsmanship. See it in her interesting loft, factory and showroom at 25 West 38th Street.

Jewelry by
DAN POLLOCK
385 Fifth Ave NYC
212 532-1780

Valerie Barad, the talented designer of Theodor of California's fabric handbags, has something brand new up her sleeve. She has created a collection of exciting fashion accessories for Theodor.

There are vests and ponchos in a lovely new suedelike material, bold blanket ponchos, fun hats and scarves. The vests and ponchos will retail about $23, the hats and scarves from $6. Knowing Valerie, they will be fine designs. See them at Theodor's newly designed showroom at 10 West 33rd Street.

Start swinging your lariat——Cobbler's Classics is now with A & A and has a new line of very Western looking bags to be lassoed. The bags are available in a variety of styles and feature a softer latigo look. The line has been created from two types of leather: blacksmith and hokey-dokey (an interesting leather with an antique, marbeled effect). Colors in the blacksmith leather are as western as ten-gallon

MOTHER NATURE
Natural Jewelry by
Dianna B. Suratt
587 Dutch Valley Rd N.E.
Atlanta Georgia 30324
(404) 876-5953
Showroom: Atlanta Mdse Mart

hats: weathered brown, maple rust, mellon yellow (the color of Frye boots), benchmarx frontier and vintage wine. "Go West"—— at A & A Enterprises, 172 Madison Ave.

They're dancing the Hasapiko in Atlanta over the latest import from Greece. Ellie Wolf describes the necklace as a "slinky", bearing an obvious resemblance to the famous toy that cavorts down the stairs. The necklace is made of very soft metal wires, graduated in length so as to gently hug the throat. In gold or silver ($8). At Total Accessories, the Atlanta Mart.

Lee Menichetti is adding to his Aphrodite ready-to-wear collection-super-sized chiffon ponchos, squares, and longs in the most flowing beautiful body hangings. Although much of his collection is handpainted, these are solids with French Picot edgings. They really have to be seen to understand them. What an entrance. . .or an exit! 417 5th.

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The Season for Accessories

There have been many good seasons for accessories lately, but this summer and fall promise to be better than ever.

Simple tops and bottoms, skirt-suits, especially the man-tailored ones, all require accessories to make the look really happen. It's more than ever a matter of dressing in pieces, with accessories as vital, integral parts of the whole rather than as afterthoughts.

The mood of the day is simple and classic — it calls for accessories to create that difference, that spark, that special excitement. The accessories do change the look of the same outfit — even if this sounds like a cliche as of late, it's truer than ever this season.

A happy accessories summer sees: Scarves — in two extremes, from the little cotton square to the big super-size body wraps, continuing their heyday. Soft bags, wonderful fabrics and straws — with a trend toward the cleaner, smaller sizes. Belts — the skinnies with interesting buckles accenting a soft, little tucked-in shirt — and the cinch and sash for the tunics.

Looking ahead to fall, it's mostly a continuation of the clean, classic mood. This means accessories will still be the must that makes the look — and since the clothes are more colorful than ever for fall, look for the same in accessories — the brightest of them all, red red, will be great!

Besides lots of color, these are some of the new accessories that will entice the fall shopper: in necklaces, cords of long lengths (24'' plus) with all sorts of interesting pendants (like lalique fruit!); the new Western accessories, saddle bags and Frye type bags; wide cuff bracelets, many in fabrications — and free mixings of all materials, colors and looks. It's a bold move for fall in accessories toward bigger, brighter looks.

Keep this in mind when planning your fall accessories displays. The Western and riding motifs especially bring to mind some exciting fall display possibilities.

Renee B Prewitt

Main Street, U.S.A. Quaint little shops, familiar faces, warm hello's and the casual informality of a small town. Shopping on Main Street anywhere in America can be a great way to greet a new season.

Book stores can be Remarkable! Left —— interesting trapeze-shaped soft leather bag, with top zipper, braided handle and ring trim. By Bugatti, at Mida Accessories. Paisley print vest with matching hat by Ben Goodman. Right —— new "Frye" hunting shape bag with decorative castilian stitching at B. H. Smith. Soft velour overtop with drawstring hem by G-Wheels.

Fall Brings Subtle Changes in Handbags

New in the air for fall is a gradual shift to smaller, neater bags. Though there's a reluctance to give up the large, soft pouchy bags we've grown so attached to, these shapes are being modified, refined, and made more compact.

There's a generous sprinkling of suede in the early fall lines, mostly in combination with leather and leatherlikes. Shapes range from the hunting bag to the pouchy, shirred looks with double loop short shoulders, a little smaller in scale, and to slimmer briefcase looks, which we'll see more of a little later. There's also a move toward north-south shapes.

Hardware is still minimal but will become more important with the emergence of the new riding and Western looks, as in a bag we show on these pages with handsome stirrup shoulderstrap loops. The Frye bag makes its appearance on the junior scene as a natural follower to the Frye boots. And the colors? Just picture autumn leaves and you have it! On these pages, browse with us on Main Street and enjoy a sampling of the new junior and contemporary looks, mostly in leather and suede, from some of the early fall collections.

The fashion tops and belts shown with the bags illustrate the bright-colored new blanket ponchos, vests and tunics for fall, and the trend toward narrower belts and braided looks.

(Handbag market report on page 38.)

Suede is a big cheese this fall. Suede saddlebag is camel, rust, ginger and chocolate sports shirred drawstring under flap. Bonnie International line at Jaclyn. Cable cord belt at Accessories By Pearl.

Suede and leather or suede and manmades are touted as best sellers this fall. Left—suede east/west with leather gusset and distinctive wooden handles. At Playgirl Handbags. Top—the famous multi-section Phillippe number with gussets of suede and leather repeating alternations on front flap. Decorative contrast stiching and buffed pewter closure add additional interest. Right, suede and vinyl tone-on-tone patchwork and braided vinyl handle adorn this interestingly shaped tote. From John Wind, The Accessories Place.

Window shopping, below—threads for dream weavers. Short, single-handle shoulderbag in soft leather has gentle shirring under small flap. Hang-Ups by Honey at Mida Accessories. Indian-blanket poncho in bright autumn reds and yellows is from Knapp Originals. Inset: left, small bags and belt bags are close companions. (Frye) belt and detachable pouch have rustic, antique feeling. At Omega. Right—the Yukht-Bag in natural saddle leather is indicative of the strong western influence this fall. By Cepelia at Omega. Bright, multi-colored poncho with wool fringe is from CaroLaurie.

(continued)

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A bit more sophisticated looks for the contemporary customer. Left—a bag that speaks the new fall language. Important north/south shape with stirrup hardware in soft leather with delicate shirring. At Equitable Handbags. Silk scarf by Adolfo. Narrow cable belt with slender closure by Together Crafts. Right—short double-handled leather tote with interesting middle-belted effect at Valerie Accessories. Ombre-shaded cinch with gold/silver buckle by Together Crafts.

Canvas with a new fall flair...and the braided look, above. Roomy shoulderbag has vinyl tone-on-tone trim, braided handle and rolled vinyl closure. In brass, camel, brick, saddle and navy. By John Wind at The Accessories Place. Silk scarf with interesting geometrics by Adolfo. Narrow braided leather belt by Accessories By Pearl.

Inset, left—suede and leather in the basket. Double loop-handle tote with wide front pouch. At European Casuals.

(continued)

Fall treats. Left—sophisticated short-shoulder-bag in rich, heavy-grain leather has front buckle closure over top-stitched pouch. By Markay. Right—spicy leather in north/south pouch shape with double loop handle. At Baron International.

Inset, left—another interpretation of the "Frye" bag in trapezoid shape with short circular handles. At B.H. Smith. Right—the drawstring in soft leather with multi-colored grommets by Baron.

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Handbag Market Report:

Fall Brings Subtle Changes in Handbags

Change is in the air for fall as sure as the scent of burning leaves and apple cider. It has been described in various ways: a dressier-casual look, a more tailored easiness, casual-fashion. But it's not surprising that summations of the junior handbag lines for fall involve the use of seemingly contradictory terms. We are in a process of transition, in which new and different forces are playing upon the old. The result is a tenuous compromise — involving aspects of both the old and the new.

Change is a living, fluid concept that must grow out of the present. Last year's large soft pouchy bag has been transformed into a new look for fall and will certainly be altered again as the cycle continues.

Leather Bags — Fall 1976

Silhouettes are definitely smaller; the large pouchy shapes have been pared down and deflated into bags with sharper lines and firmer constructions. The body bag is still of major importance but shoulderstraps have shortened considerably and a number of short, double-handles are making an appearance. The bag itself is of smaller proportions, with the north/south shape and the hunting bag vying for number one positions while drawstrings are popping up here and there as interesting variants.

Manufacturers are hoping to appeal to junior tastes with a medium-size clutch that is, interestingly enough, receiving the pouchy treatment of last year's bigger bag.

The New Western Influence

Fashion can receive inspiration from anywhere and anyplace and the latest bonanza is the Old West. Frye bags with ornate castilian stitching, gleaming hardware in horseshoe shapes and a herd of saddlebags are exemplary of the Western motif.

The attache look is also important as an accessory to man-tailored suits and the simple classic lines of fall fashion. The attaches frequently take the form of large leather envelopes which may be neatly tucked under the arm.

Leather is still extremely soft despite the more tailored lines. The smaller dimensions, however, seem naturally suited to a stiffer tannage and a few bags are responding to this inclination. The Frye boot rage (in Europe and the U.S.) may be an important impetus behind this movement to a stiffer leather.

Suede is becoming increasingly significant in junior lines for a number of reasons. It is less expensive than leather, enabling the manufacturer to produce a larger bag; its colors are rich, deep and highly saleable. Used as a trim on man-mades, it adds interest and a leather appeal; and juniors often like suede as much as leather.

Popular colors are still expected to be the tans, cognac and brick, and a rich, wine-colored "eggplant" may prove irresistable. But black is the color manufacturers expect to really explode this fall. (We did not see it in the early fall lines covered, however.)

The Smaller Bag — Why?

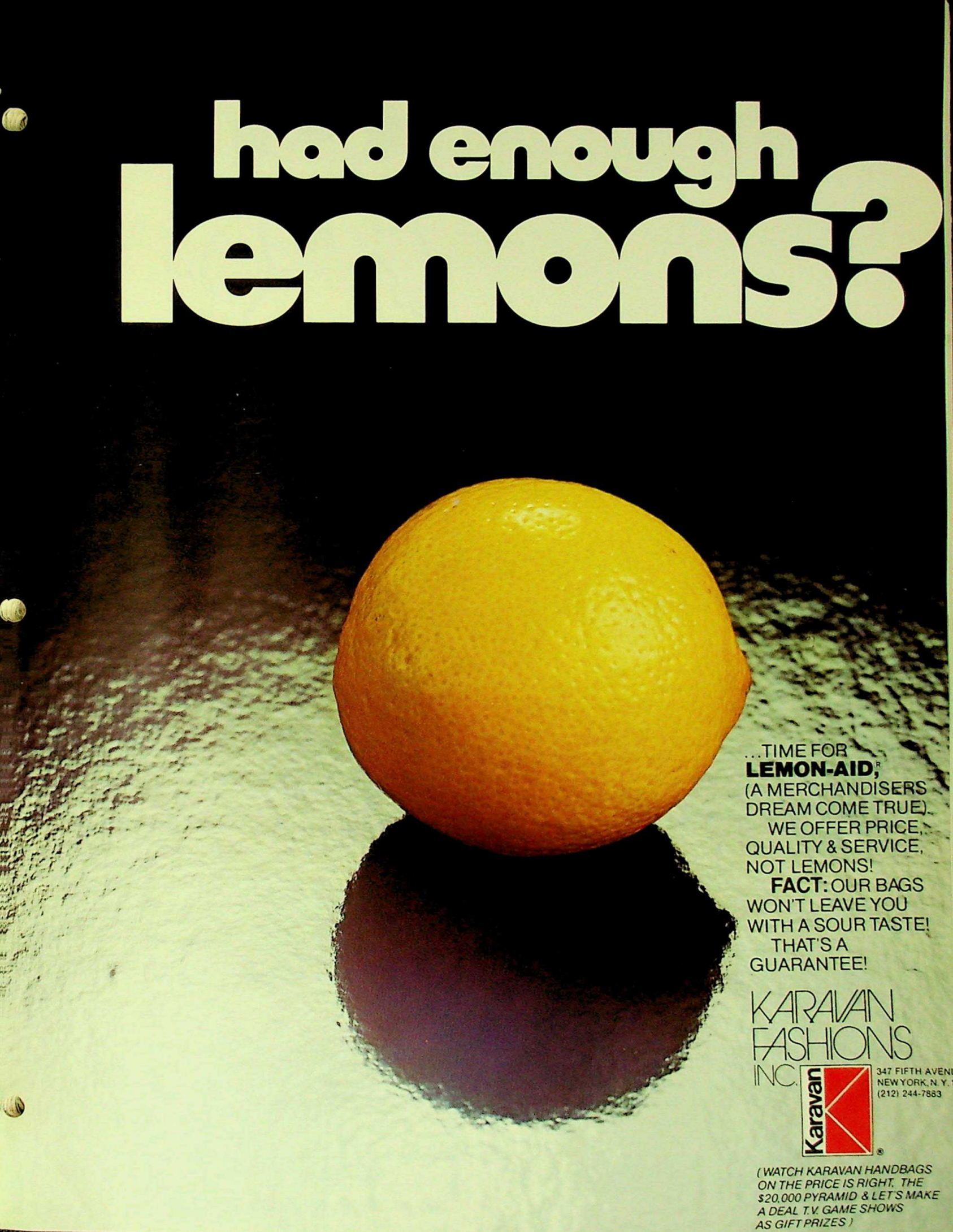
The reasons behind change are always obscure but in this instance, there are certain perspicuous forces at work. The smaller silhouette is obviously concomitant with a dressier trend in fashion. While dressing up to the junior customer may not mean an immediate upsurge in the wearing of skirts and dresses, it does imply a more put-together look with greater attention to detail. Accessories, in this context, become more important than ever but no one accessory is overwhelming — hence, the smaller, pared down looks.

Besides the usual fashion changes and cycles, there is a simple economic reason for smaller leather bags. Leather prices are on the increase. Approximately 52% of leather hides are exported, resulting in a simple supply and demand situation that will raise prices of leather bags approximately 10% this fall. In addition, labor costs, costs of other raw materials and shipping and delivery increases all contribute to the transition to the smaller bag.

The junior-contemporary customer is *most* responsive to changes in fashion. She's always ready for something new. The smaller, more tailored bag is one of the answers to her desire for something new for fall.

(continued on page 53)

had enough lemons?



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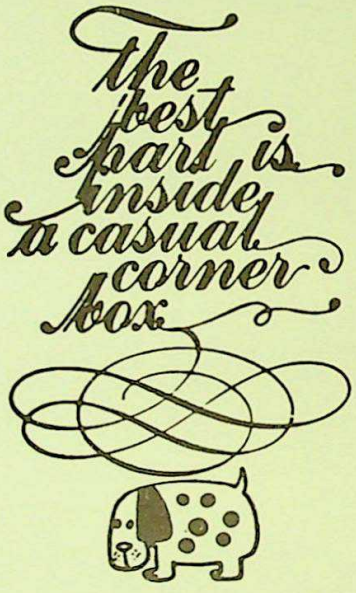


whose specialty is today

What is the greatest challenge confronting today's retailer? "To encourage every member of our organization to use his or her imagination, to allow a free flow of ideas, opinions and inspirations—to promote creativity," states Stephen Sherman, executive vice-president and general merchandise manager of Casual Corner stores.

Imagination—The Sine Qua Non Of Success

Imagination—it permeates the air of Casual Corner stores. Bright-colored merchandise tantalizingly sways from spinning wheels, wagon wheels, rocking chairs and wooden crates suspended in mid-air. Old-fashioned pole coat-racks wear total looks with remarkable aplomb. Scarves are literally neck and neck with tops and shirts as they dangle from wooden rods placed in the middle of display racks.

Imagination—it's the fundamental message in every piece of promotional material. An assortment of creative promotional pieces based on an effective logo—the Casual Corner pup—have established an image that is fresh, fun and innovative. There are coloring books and crayons for children (of all ages), a desk calendar entitled "Casual Corner Craft Calendar 1976, or Twelve Easy Ways To Decorate A Dog," and valentine decals to adorn a scarf or T-shirt. A unique instructional piece on scarf-tying unfolds to a bright 15" square. Even the markdown tickets are inventive, showing the pup with a tape measure around his middle sheepishly admitting: "I've been reduced." Casual Corner uses its logo, its dynamic chocolate brown and orange color theme and its customer mailing list with both ingenuity and care.

The Casual Corner Operation

The first store opened in West Hartford, Connecticut in 1950, one of the first sportswear specialty stores in the United States. In 1970, with approximately 23 stores, the corporation was sold to U.S. Shoe, a Cincinnati-based operation. At present, there are 176 stores, with the number increasing to 189 by spring, and another 23 stores scheduled to open this fall—putting the total number over the 200 mark.

Casual Corner is a centralized operation with all buying and shipping done out of its Enfield, Connecticut headquarters. Centralized control insures consistency and homogeneity of decor, merchandise and store policies.

At the same time, however, flexibility and versatility are of capital importance in a chain operation with myriad locations and a junior market to serve. All stores are encouraged to develop innovative displays and effective merchandising techniques. If an item is hot in a particular store, it is given optimum display and maximum exposure. Regional meetings held throughout the year provide an opportunity for exchange of ideas, innovations and individual problems.

Although buying is also a central operation, efforts are made to provide a satisfactory merchandise mix for each store. "We key our buying as much as we can by store and our stores constantly feed us information regarding their customer preferences and idiosyncracies," says Allen Hornyak, merchandise manager of ready-to-wear, outerwear, and accessories. "But we have to fit it to the total block. In other words, if one store in the chain out of all 200 is doing one thing, we're not going to go out and buy for that store."

(continued)

The great chain of bags. Straws in a singular motif but in varying shapes are linked together on long chain. Display is part of a special in-store boutique called Straw Mart.

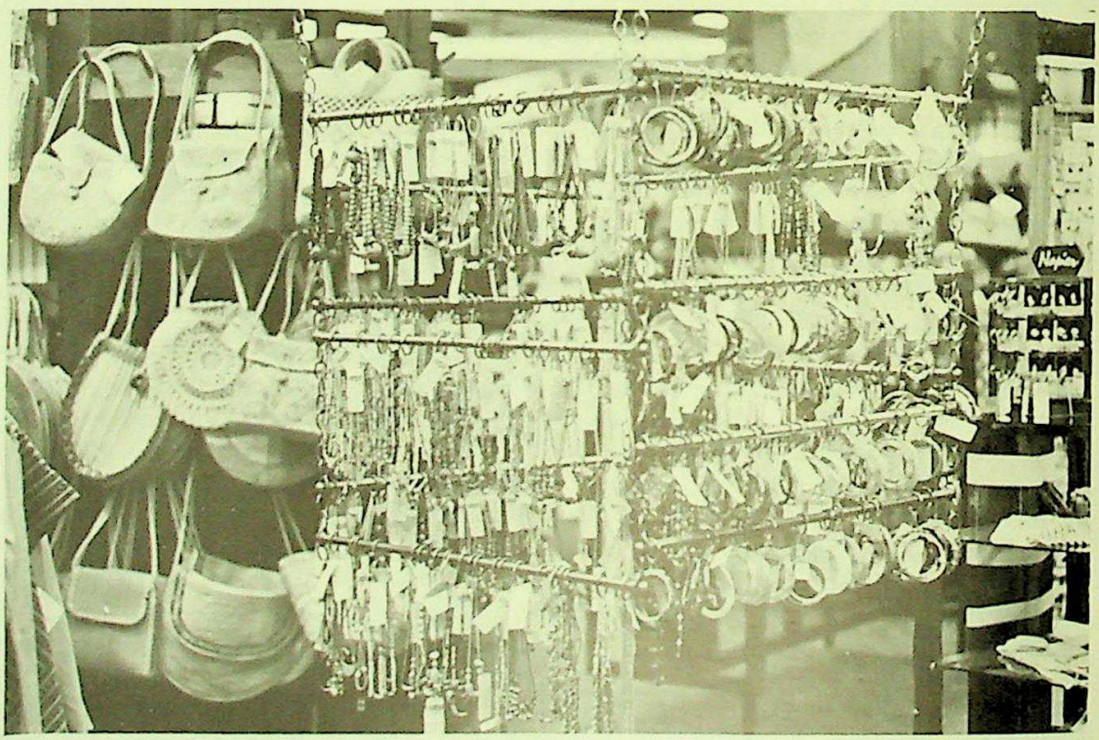
(continued)

Surprisingly enough, there are relatively few disparities among Casual Corner stores in terms of merchandise preferences. Here, perhaps, is another key to the chain's success: definition and knowledge of its market. Its constituent is called the **junior** customer but that may be a misnomer. One may think junior in terms of fashion and be 35, 40 or 50. In fact, the average age of the Casual Corner customer ranges from 18 to 35. Her occupation may differ, her disposible income may differ, her geographical location and upbringing may differ but there is one thing she's attuned to—fashion.

"Our customer wants fashion," stresses Mr. Sherman. "She's quick, well-informed and very receptive to changes. Geographical differences don't matter when it comes to her desire to be up-to-date; she's just as fashionable in Boise as in New York, Boston or Washington. It's dangerous to stereotype an area—we give our customer what she wasn't able to get before and her response is definitely positive."

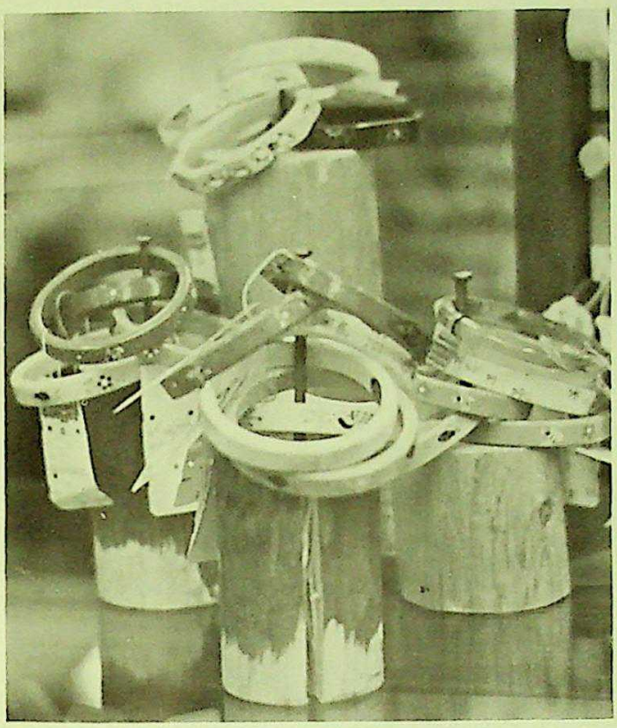
Test And Reorder

"We have to be on our toes constantly," says Mr. Hornyak. "The junior customer moves with fashion and we follow her on the curve. We let **her** tell us; then we go after it right away and consquently we're always changing with her, year to

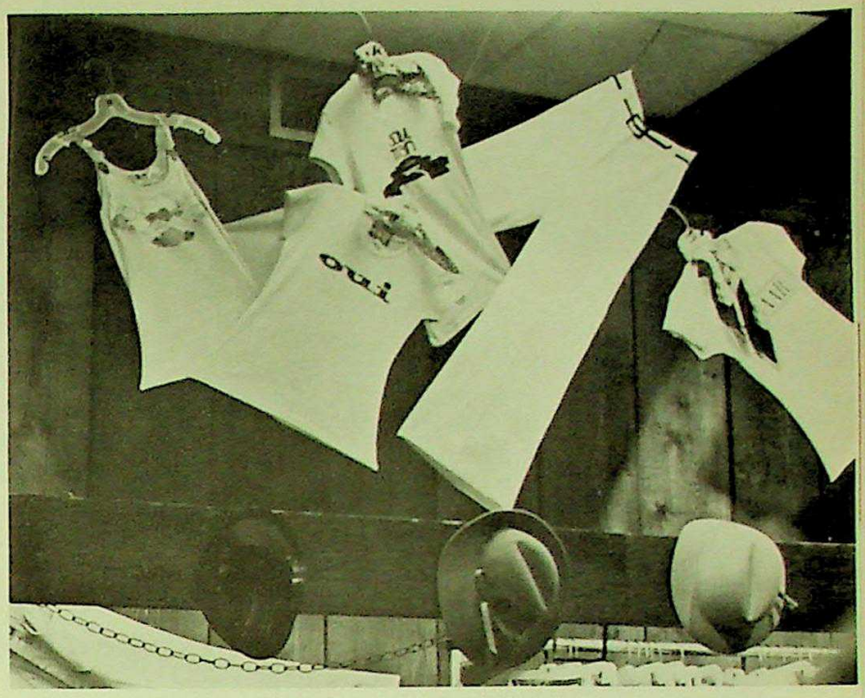


A jewelry explosion. Necklaces and bangles hang freely from tiny rings, allowing maximum exposure and touchability in a minimum amount of space.

Photos taken at Casual Corner stores in Hartford and Stamford, Connecticut.



Bracelet blocks. Bangles are swung around ten-penny nails for an interesting and creative display.



T-shirts on the wing. T-shirts accessorized with pants and scarves sail through the air like kites. Ample space and light give the display impact and dynamism.

year." Because of centralized buying, open flow of communication between central office and individual store, and market knowledge, Casual Corner is able to meet the demands of its quick-moving, often fickle customer.

"I'm never in New York on Monday," says Marty Denquit, accessories buyer. "I'm on the telephone or working from computer reports for reorders. Although I'm in the market almost every week, if a category explodes, I can be there the next day. Basically, we're a test and reorder operation. I shop the market frequently and am always on the lookout for new resources."

Accessories Must be Accessible

The most important element in display of accessories is inherent in the word ifself—accessibility. Accessories are noted impulse items and Casual Corner stores take full advantage of this. Nothing is under glass or stashed behind counters; everything is in the open where it may be examined closely, touched and tried on. Although the possibility of theft increases with open display, higher sales volume manages to compensate for this factor. Accessibility also means having the merchandise in the proper area of the store. When jeans belts were hot, they were strategically placed near jeans stock; earrings are frequently placed near tops.

(continued on page 56)

Scarves out to dry. This interesting "towel rack" of scarves exemplifies two qualities of a good display—accessibility and efficient use of space. Scarves are also strategically placed next to tops.

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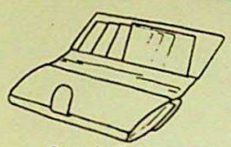
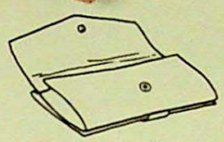
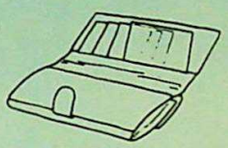

Check-Bill Photo Section


Expanded Clutch

INTERWOVEN PANEL
BREAKTIME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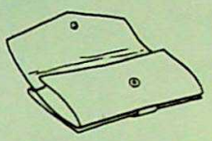
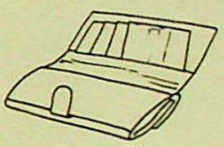

Expanded Clutch

BASIC
BREAKTIME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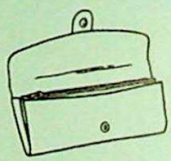
Center Zip Clutch

TOWN & COUNTRY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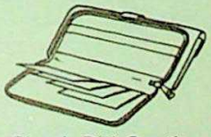
Check-Bill-Credit Card Section

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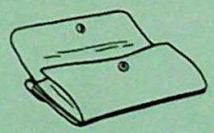
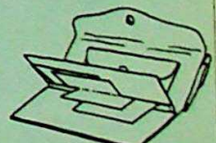

Hold All Clutch


Check-Bill-Change Section

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Meet H&A's New Editorial Board

With this issue we introduce our new retail Editorial Board members. These accessories merchandising executives act as a sounding board for H&A, a guide for our editorial direction. They offer criticism and ideas to further H&A's service to the accessories industry.

The new members are Maggie Gross of the Ann Taylor stores, New York; Sue Hilty of Bloomingdale's, New York; Aaron Katz of the May Company, Los Angeles; Barbara Kobel of Carson, Pirie, Scott, Chicago; Edward Leffingwell of Sears, New York; Laverne Palmer of Nordstroms, Seattle; and Tom Sebring of Rich's, Atlanta.

In selecting our board, we endeavored to gather a group of some of the most knowledgeable and creative merchandisers who also reflect the interests of various types of stores in different areas of the country.

Maggie Gross is one of the reasons the Ann Taylor stores are so successful — especially in accessories. This bright young buyer recently added accessories buying duties for Graffitti, the new junior subsidiary of Ann Taylor. Maggie graduated from Chestnut Hill College in Philadelphia in 1970 with a degree in design, and began her career with Ann Taylor the following year as assistant buyer.

After graduation from the University of Wisconsin, and a year in Europe, Sue Hilty joined Bloomingdale's training program in 1970. She was an assistant in shoes and a department manager in accessories at two branches prior to her appointment as personal leather goods buyer in 1973. Her special personal flair and taste as a buyer are well known in the plg market internationally.

Aaron Katz, divisional vp and merchandise manager for the May Company, Los Angeles, is one of retailing's most knowledgeable executives. He began his accessories career in 1956 at Stix, Baer & Fuller, St. Louis, where he was an assistant and then a buyer of accessories. Aaron joined the May Company in 1965 as jewelry buyer, and after a year became divisional merchandise manager of the fashion accessories division. He was named divisional vice president in 1974.

Barbara Kobel is fashion jewelry buyer for Carson, Pirie Scott in Chicago. After managing a boutique, Barbara began as an executive trainee at Carson's. First she was assistant handbag buyer, then a department manager in hosiery, and her many successes earned her the appointment to jewelry buyer in 1969.

As senior buyer of accessories for Sears, Ed Leffingwell handles a multimillion dollar operation. He and his staff of 10 buyers are in charge of all accessories except handbags, a separate division. Ed began his career with Sears over 20 years ago when he was still in college. He headed departments in a number of Sears stores before joining the New York buying office, where he has been an accessories buyer for the past 13 years.

Laverne Palmer is well known as one of the real pros in the handbag market. She began her career with Nordstrom's in 1954 and since then has developed the handbag department from a small volume department in one store to a major contributor to a chain of 19 stores. Laverne is a popular buyer throughout the industry, here and abroad.

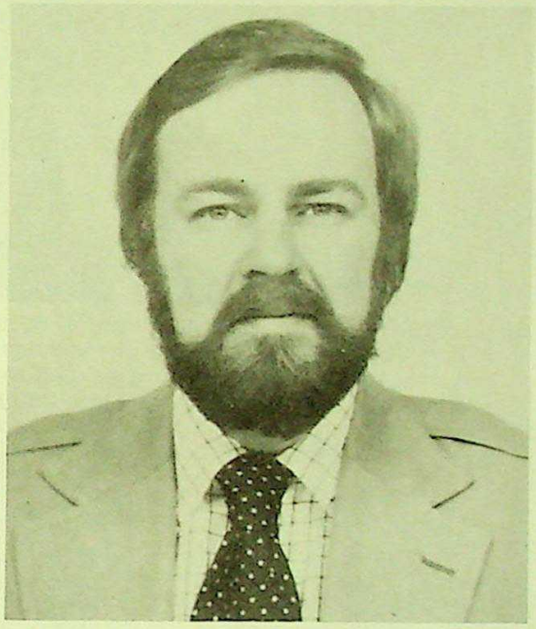
Tom Sebring, another veteran handbag buyer, launched his career with Macy's management training program. Tom was first assistant glove buyer for Bamberger's; next an accessories buyer for Davison's; then joined Rich's as handbag and small leather goods buyer. He recently relinquished small leather goods and added the buying of all accessories for Rich's new Regency Boutique. Tom is one of the most respected buyers in the country.

Thanks to our outgoing board members: Valerie Belch, Joseph Magnin; Donna Cristina, Bergdorf-Goodman; Martin Denquit, Casual Corner Stores; Aldona Gobuzas, Abraham & Strauss; Marilyn Samuels, Ohrbach's; James Sorahan, J.C. Penney's; Sidney Werbner, Bullock's; and Francine Ziff, Certified Buying Services. These merchandisers have been H&A's advisors over the past three years and have helped us a great deal during an exciting time for H&A of fast growth, expansion and new directions.

Sue Hilty

Ed Leffingwell

Laverne Palmer



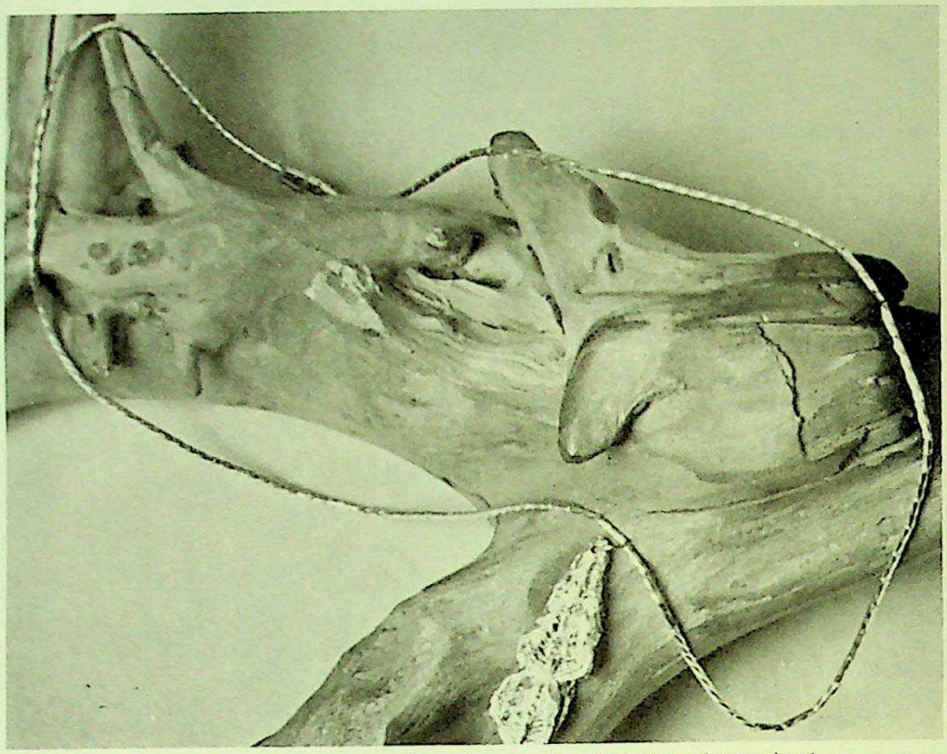
Tom Sebring

Maggie Gross

Aaron Katz

Barbara Kobel

Look, It's New!



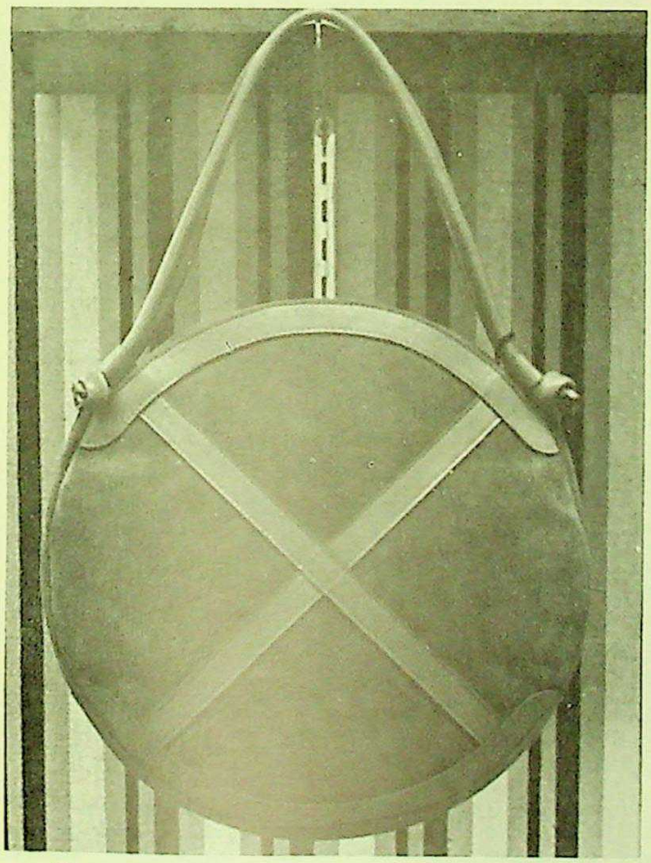
"Silver Moon" — pure silver in a natural sculpted pendant resembling a stalactite. Actual size of pendants from ½ inch to 1½ inches, to retail $12 to $20 on a sterling chain. By Silver Moon Works of Bandon, Oregon, at Alart, 389 Fifth Avenue.

Soft and subtle in design, color and touch . . . sublistatic scarves in poly chiffon; oblongs and squares, with lovely scenic and floral designs. By Elwin Mfg., Los Angeles; in New York at Murray Held's Down-to-Earth, 366 Fifth Avenue.

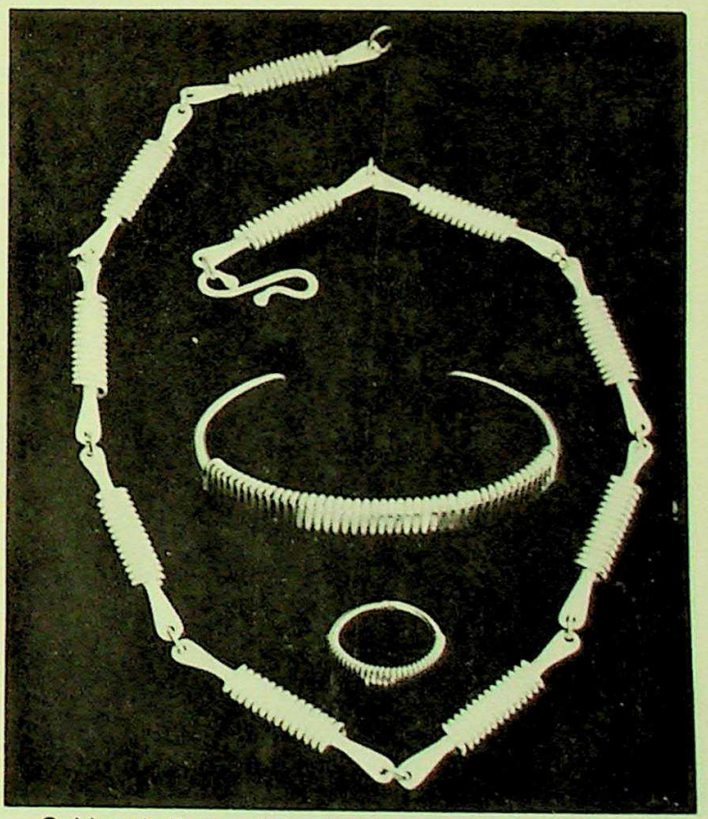
An umbrella jamboree featuring interesting art de and animal prints. Top, "Gatsby girls" tennis and golf motifs decorate these umbrellas of nylon, with leather handles, standard size. Below — oversized cotton ti- ger design in soft brown and gold hues, with wooden handle and trim. From Shedrain, Portland, Oregon. In New York at Joe Daffner Assoc., 417 Fifth.

Spring tie-ups of stripes and triangles. This light weight cotton over top in bold contrasting stripes sports an interesting raglan sleeve, V-shaped hem and matching triangular headwrap. From a new collection at $15 to $18 retail by Cathy Accessories, California; new NYC showroom at 411 Fifth, Suite 702.

Smart, soft leather briefcase style, with flap-over and flip handle. One of the newest looks for fall — by Gaetano, 320 Fifth Avenue. **The jute and leather belt** has new back interest — the jute looped through a brass ring. Quality and design in belts at a good price, by Carol of California (Leathercrafts), 4801 Pacific Boulevard,Vernon, California 90058.



The pizza—in suede. A fall update of the famous straw bag in suede with tone-on-tone leather trim. ($12.50). At Burlington Handbags, 330 Fifth.



Gold and silver coils and links — an interesting new look from a California craftsman collection. Each piece is handwrought; sterling predominates and 14K and goldfilled are also available. Sterling from $2.50-$40 cost, gold designs from $20 to $400. By Peter James, Industrial Center Bldg., Sausalito, Calif. 94965.

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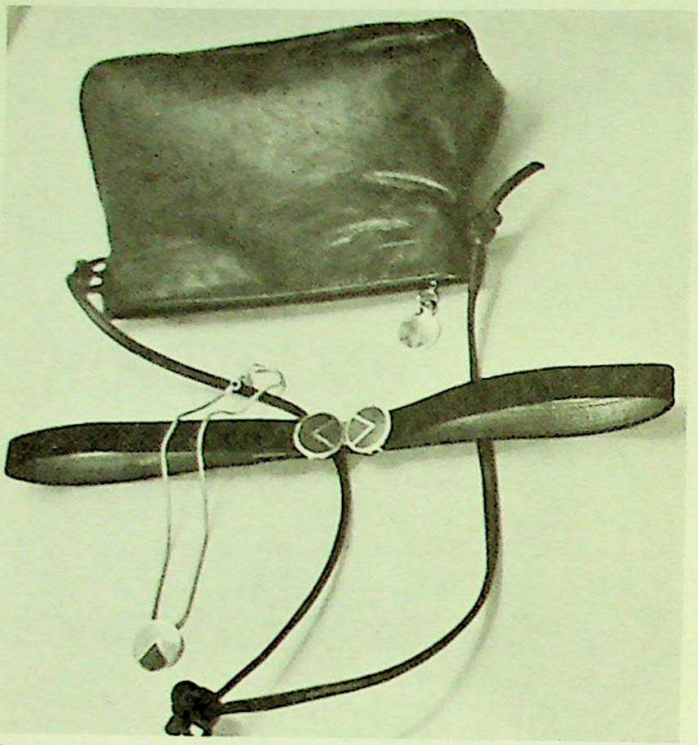
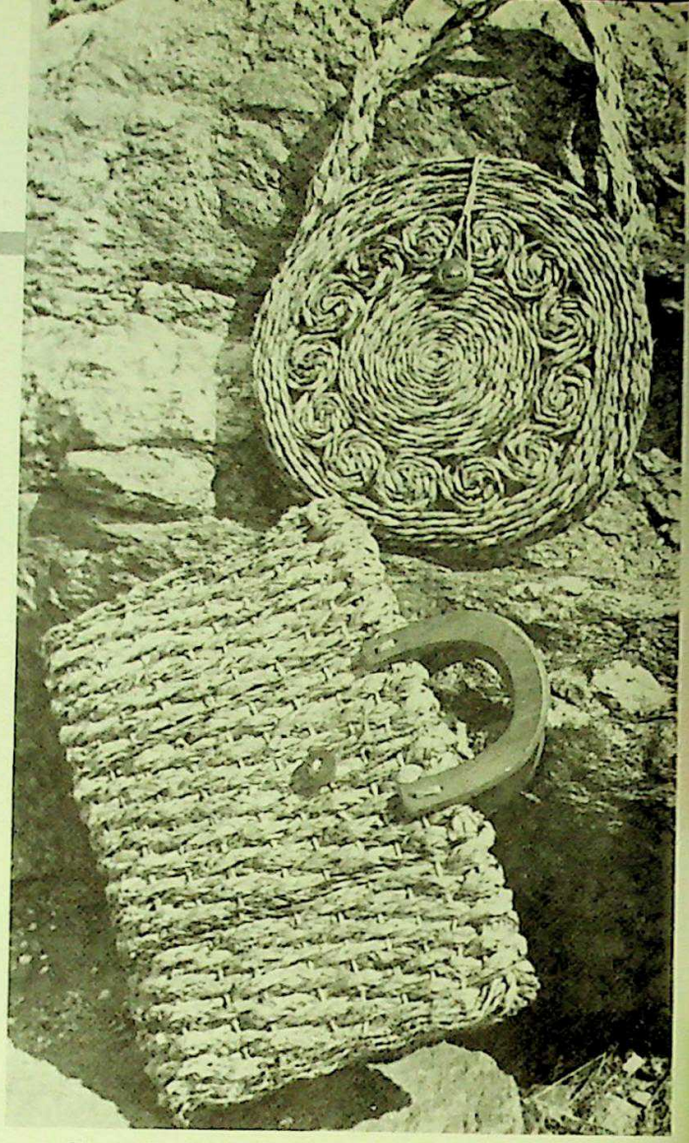
Look, It's New! *(continued)*

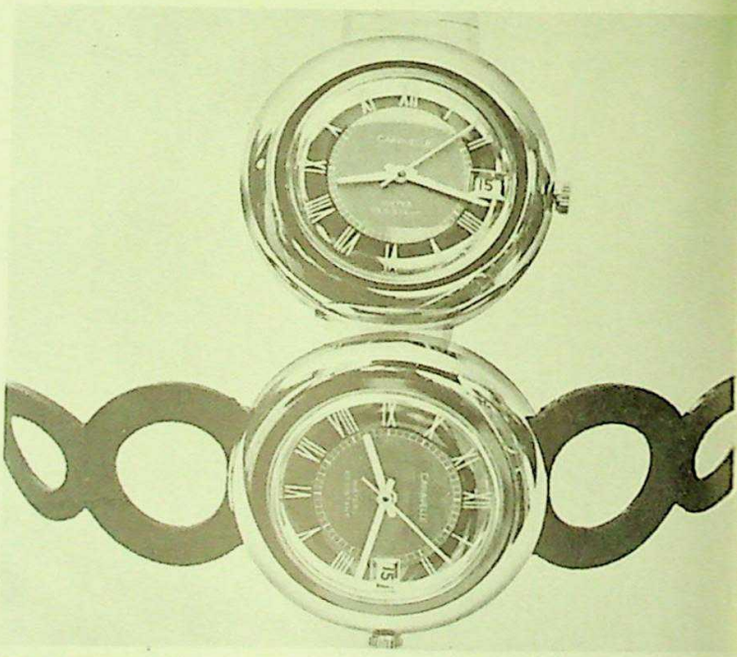


Young yet sophisticated — this soft little leather bag is in navy with gold zipper tab and long rolled shoulderstrap. Delightful new design by Harry Levine, 20 West 33rd. **Skinny suede belt** buckles with double circles of color with ceramic feeling. Pendant to match on snake chain. By the Van Allen Belt Co., 385 Fifth Avenue.



Straw for fall . . . these natural straw bags have a fall feeling, created by natural and darker brown tones blended in rough hewn straw with wood handles and trim. At low prices, by Codette at Marli, 1 East 33rd.

The camera case with classic styling. In bootmaker leather with detachable shoulderstrap and bracelet handle, the bag may be personalized with initials applied to metal plate on side gusset. In nine different colors ($16.50). At Ruth Saltz Designs, 330 Fifth.



His or Hers. "Caravelle" takes a masculine or feminine stand depending on the band. Mirrored dials, accented with crisp, white Roman numerals and minute and second hands feature calendar windows. Retail for the man's, $39.95; for the woman's, $34.95. Bulova Watch Co., 630 Fifth.

(continued on page 52)

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2

4

1	1200T-SS	T-Shirt • 100% cotton	**7**	1400H	Rainhat • Cotton/Polyester
2	2600J	Rain Slicker • 100% cotton	**8**	2200B	Attaché • Canvas/Leather
3	2600U	Matching Umbrella	**9**	3600B	Tennis Bag • Canvas/Leather
4	1300T-LS	T-Shirt • 100% cotton	**10**	1603	Macrame Shoulder Strap Umbr
5	1801	Italian Stripe Umbrella	**11**	2500B	Duffel Bag • Canvas
6	2400B	Classic Bag • Canvas/Leather	**12**	2300B	Tote Bag • Canvas
			13	3600U	Tennis Umbrella • Cotton/Polyester

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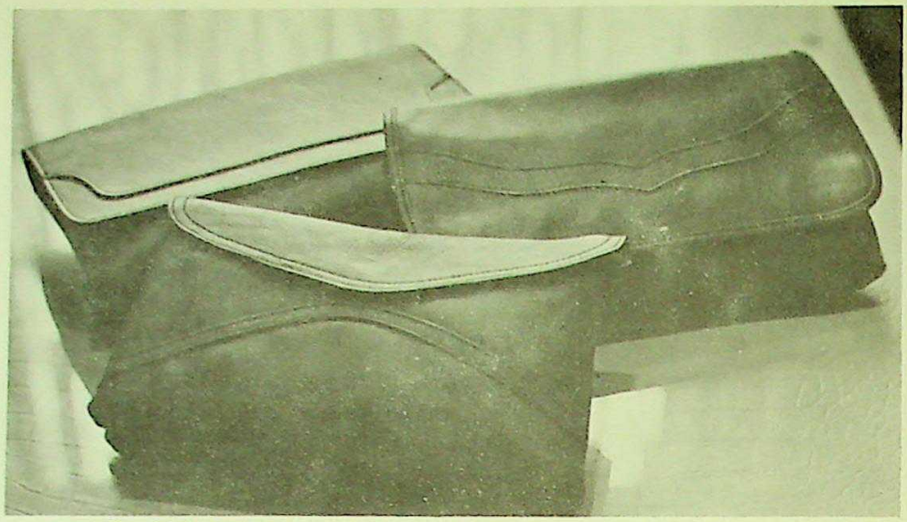
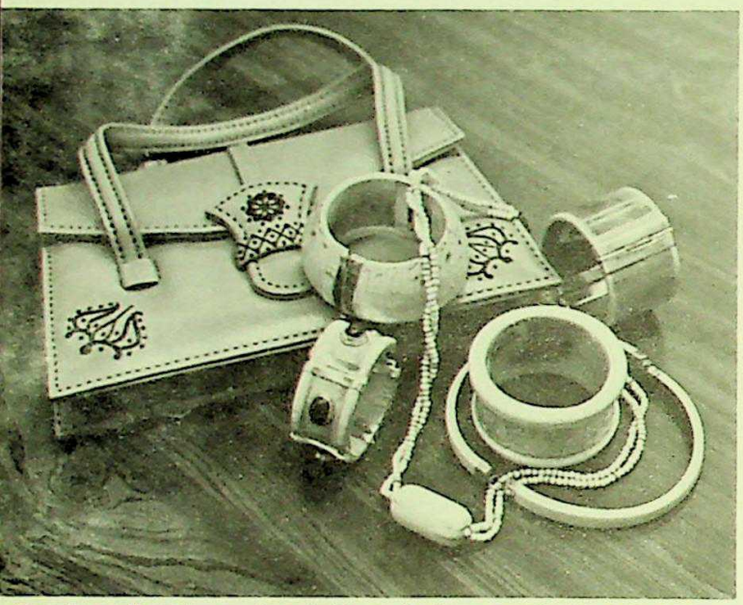
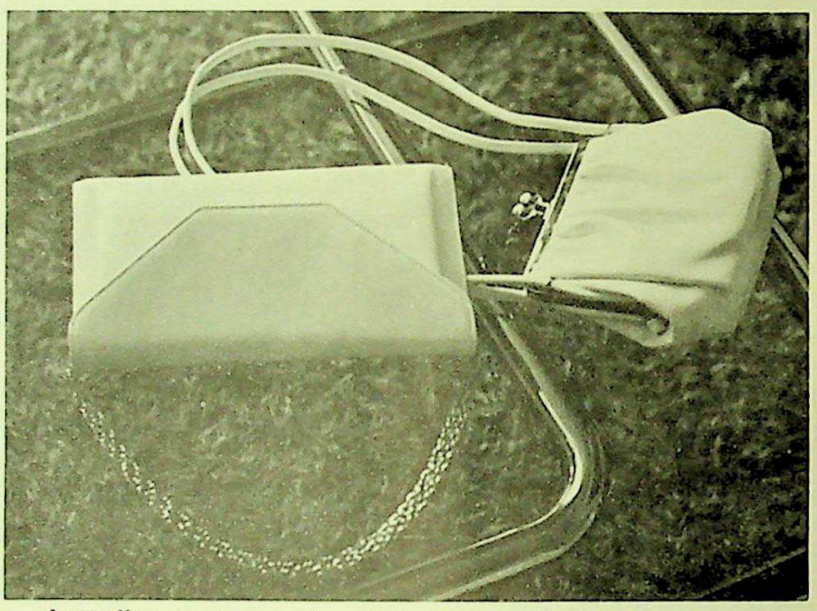


Cowhide clutches with the new pouchier look for fall. Clutches are slightly larger and roomier to appeal to junior tastes ($6.50) At Contessa Accessories, 330 Fifth.



Genuine antique ivory...from India, each piece one of a kind, 50-200 years old. Cuffs, bangles, pendants, smooth or with ornate engraving. The unique bag from a Moroccan collection featuring embroidered designs on leather. The ivory from $5-250 cost; the bags from $15-40 at Finer Things, 320 5th Ave.



Appealing young evening designs — perfect for the prom. Envelope with tuckaway chain and little shirred, pouch frame style, both in soft white poly at low prices. At Mardane, 34-36 West 32nd.

Canvas Bags at very low prices—shapes range from totes and pouches to underarms, with contrasting trims and woodlike ornaments. Made domestically at cost prices of $3-5. At Bagg Masters, 320 5th Ave.

Handbag Market Report *(continued from page 38)*

Manmades and Canvas

Polyurethanes and vinyls are stepping in to fill the gap left by the large pouchy leather bag. Emphasis, in manmades, is on style with a good deal of tone-on-tone treatments using leather and suede. With the high price of hardware, simulated woven treatments and flat and raised stitching are used as substitutes.

Canvas is expected to continue popular this autumn in the darker fall shades of camel, brass, brick, saddle, navy and black. Tone-on-tone combinations with leather and manmades offer interesting adaptations. The canvas bag is dressing up for fall, leaving its familar tote shape behind on the beach and taking on the dimensions of a more stylish handbag.

The Business Picture

Most manufacturers join the nation's economists in agreeing that the recovery is here to stay — at least until the end of 1976. Despite the 7.6% unemployment rate, the uncertainties of an election year and inflation, the consumer is spending again. The reasons: she has more money. According to Business Week (April 5, 1976), "real spendable earnings of workers on non-farm payrolls, adjusted for price increases and taxes are up 4.8% from February, 1975 figures." Prices are also holding the line due to a slowing in wholesale prices in recent months. In fact, the consumer price index in February rose a mere .1%. These factors, coupled with a real urge to buy after so many months of restraint, are making the consumer the real paladin of the recovery.

Qualified Optimism, as Usual!

The prevailing mood in the handbag market might best be described as one of qualified optimism. According to Richard Miller at Harry Levine Corp.: "Businessmen, in general, are a bit skeptical; no one is anxious to be overoptimistic. We're quite pleased with the way things are progressing but the fate of Grants and others continues to be a sobering memory."

Dick Schapiro at Equitable Handbag Co. sums up the irresolute mood of the market as follows: "Generally speaking, there's a tremendous ambivalence. There are so many variables — it's an election year, the money market and interest rates can change from one day to the next and even though money is looser than it was a year ago, I prefer to reserve judgment on it." Henry Baron of Baron International adds: "I think the recovery will continue at least throughout the election and then Christmas. But perhaps part of the reason behind increased spending is that the consumer has been conditioned to believe that prices will always go up and the best time to buy is now."

Most manufacturers, however, do not expect the higher price of leather bags to be inimical to sales this fall. According to Guy Pallone at Gaetano Handbags: "Below a $20 retail mark, sales might be adversely affected but in a $22 to $44 price range, a 10% increase will be negligible."

Shared Attitudes

A similar feeling of ambivalence is noticable on the retail side of the fence, despite the fact that sales and earnings are up. Federated Department Stores reported a 33.8% increase in earnings for the fiscal fourth quarter and a 32.3% increase for the year ended January 31. The yearly gain was the company's largest in 20 years. Allied Department Stores, Gimbel Brothers, S.S. Kresge, R.H. Macy & Company, Montgomery Ward and J.C. Penney also reported

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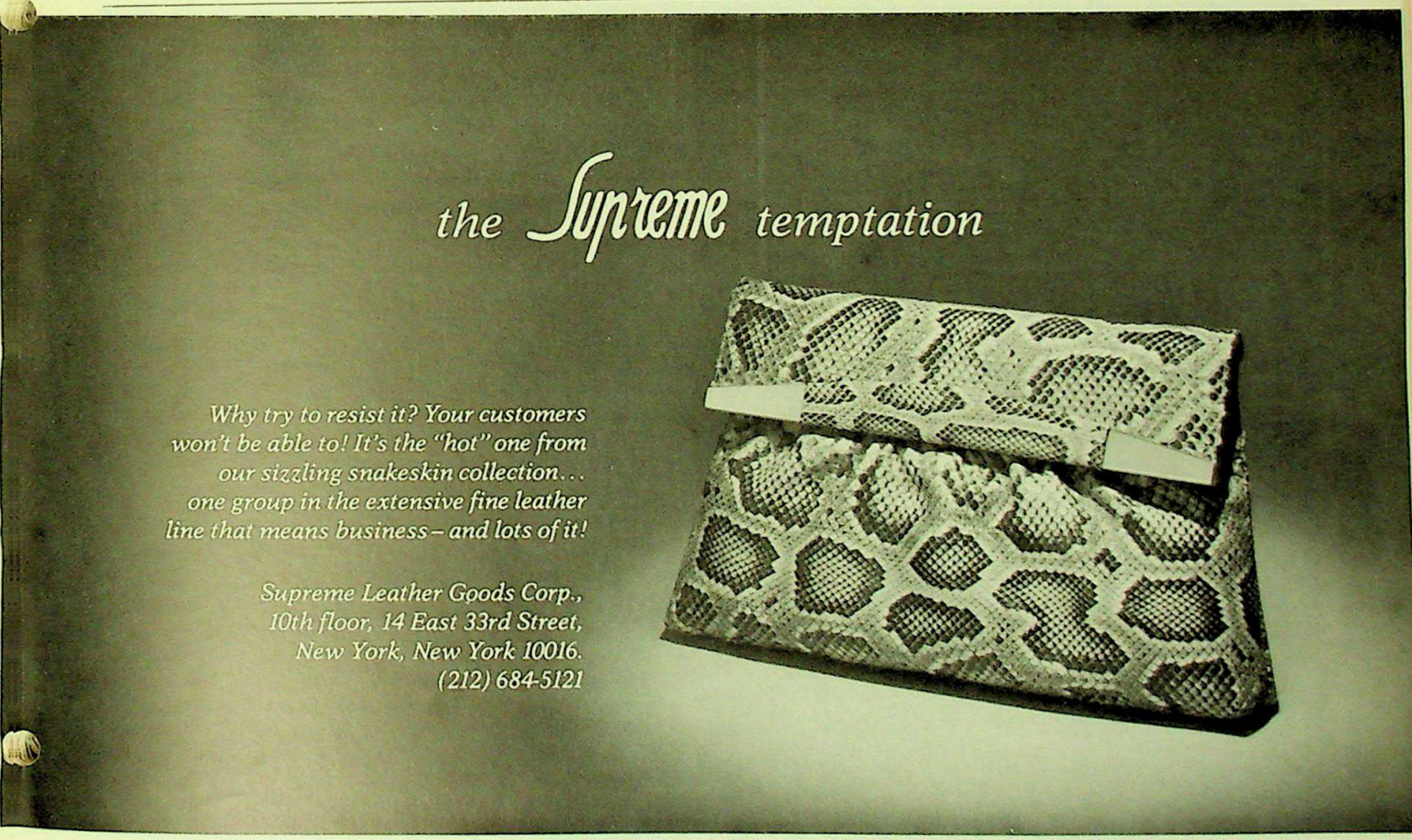
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(continued)

earnings increases for the quarter ending in January.

However, buyers will continue to be cautious; their attitudes for fall will be largely conditioned by sales figures this spring. According to Richard Miller: "Buyers will be guarded next fall if spring is not good. But they are enjoying a good spring season and are optomistic. Sales are not growing in leaps and bounds but overall, buyers are making their figures — they are coming in with some kind of appetite.

Bob Markay of Markay Bags is more positive: "I think retailers are very bullish about business — sales for many stores are up as much as 20%. Fall should be an excellent season."

Buying Patterns

Since the fall season is relatively long, most manufacturers expect buyers to take advantage of the opportunity to buy lightly, test and then reorder.

Another Beginning

There is a "wait and see" attitude pervading the market this spring, as in recent seasons. All indications, however, point to go — a healthier economy, a positive consumer attitude and the excitement of a new season, new silhouettes and new designs. Fall 1976 promises a spring renewal and rejeuvenation.

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Casual Corner

(continued from page 43)

A second key element in display techniques is a mass presentation. Says Mr. Denquit: "If we believe in a category, we make a strong statement, making sure of course that we have an inventory in depth on the item."

Suggestive selling is also an important aspect of the impulse sale. Although there is no centralized training program, new personnel are given thorough instruction by store managers. According to Sue Trzcienski, manager of the Hartford store: "There's really no excuse for a ready-to-wear item to go out of this store without an accessory to complement it. One of my sales people even approaches customers as they come in the door and says: 'I've got a tremendous scarf to go with your outfit."

Sales Volume And Space—Not Necessarily Proportional

Use of space is remarkably efficient and even "air" space is taken advantage of. Together looks are suspended from the ceiling like curious spirits hovering over the activity beneath. "We give accessories as much space as they can use," says Mr. Hornyak. But there is a tenuous relationship between effective display and overdisplay. Increasing space does not inherently mean increased sales. Says Mr. Hornyak: "If we doubled the amount of goods on the floor, I don't think, proportionally, we'd get more business."

Manufacturer Assistance

Assistance from manufacturers in display is only effective when the display harmonizes with the store's particular decor and general merchandising principles. A gleaming chrome futuristic display, for example, would be incongruous with Casual Corner's red brick and barn wood. It is often difficult for a manufacturer, using a mass approach, to gear his display to individual requirements.

Categorical Happenings

On an entire store level, top dollar volume in accessories is currently in scarves, with the favorite item the small 21" to 24" square. The scarf has been strong for three seasons but its present success in terms of dollar volume may be due to the fact that handbags are in a transitional period—sales of leather bags tend to decline in spring while straw and canvas are just beginning to pick up.

Scarves owe a great deal of their success, however, to a motivated sales force. "You have to **sell** the scarf in order to maximize its sales potential," Ms. Trzcienski emphasizes. "Our customers are eager to learn and want to know **how** to wear the new scarf looks but the teaching is up to us."

To the junior customer, "dressing up" does not necessarily mean a strong (and sudden) proclivity for skirts and dresses. Jeans and pants are firmly entrenched in her wardrobe and life style. However, she is becoming increasingly interested in a more put-together look, which began with layering, adding a new finish and sophistication to her general appearance. "She dresses according to her mood," says Mr. Sherman. "She's daring—she's not afraid to wear any look. If there is one quality that characterizes our customer, it's versatility."

In handbags, canvas and straw are expected to be popular again this summer for Casual Corner. Mr. Denquit does not expect much resistance to the new smaller leather bags for fall: "I think they look right and our customer is ready for a change." Although the bulk of the chain's fall handbag sales are leather, bags in polyurethanes and vinyls are expected to

satisfy the need for the larger, pouchier bag.

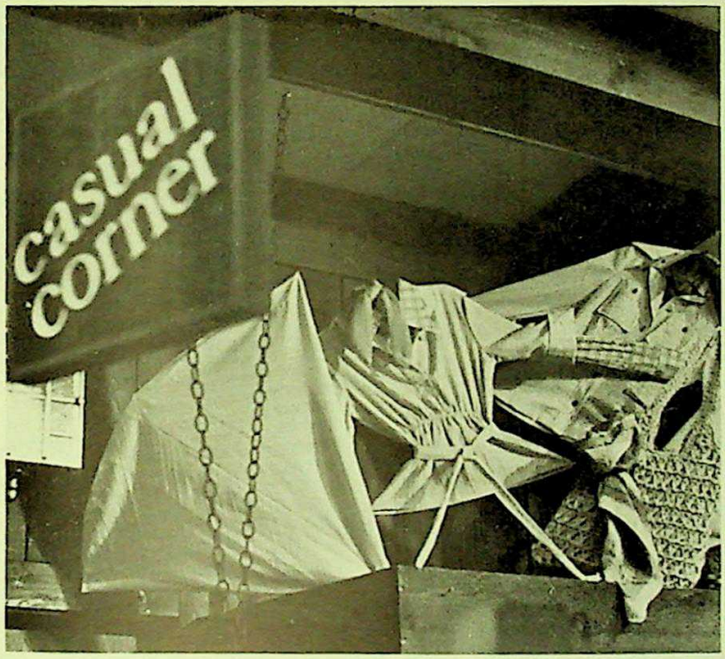
The small Kenzo bag just hasn't taken off. Knowing the fickleness of the junior market, the reasons are anybody's guess.

In jewelry, the highest item volume category, the naturals have softened and brights are injecting a new vitality into jewelry stocks. According to Ms. Trzcienski, most customers select jewelry on their own, unlike the scarf which is highly responsive to suggestive selling.

The fact that many sportswear items are sold with belts raises obvious questions. Is this inimical to belt sales as accessory items? Mr. Denquit says no: "Very often, the customer tires of the belt the garment came with. In addition, she's conditioned to wearing a belt and senses its absence in a total look."

Up-To-The-Minute

Casual Corner epitomizes the customer it serves—as an organization, it is bright, aware and quick. Behind the informal barn wood and brick is an efficient and progressive operation with a modern marketing philosophy—Casual Corner's specialty is today.



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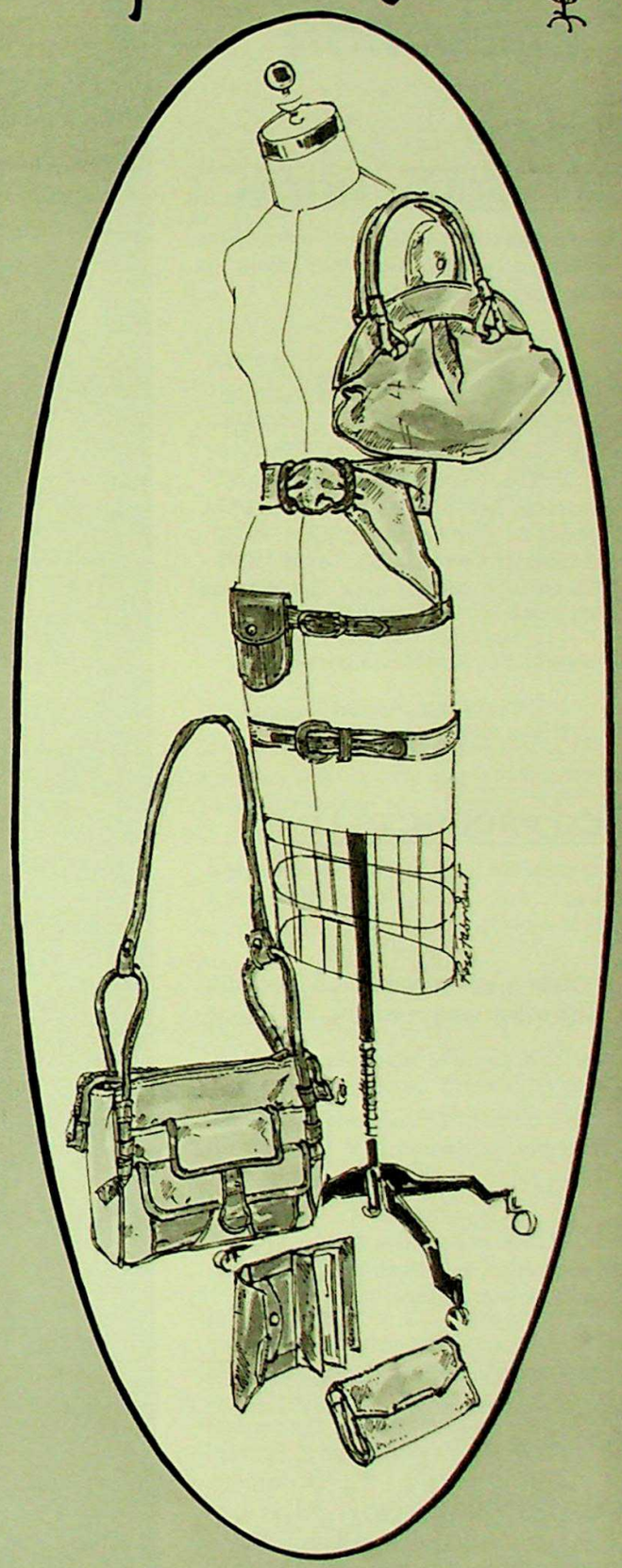

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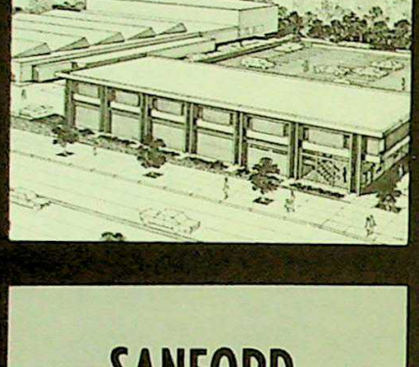

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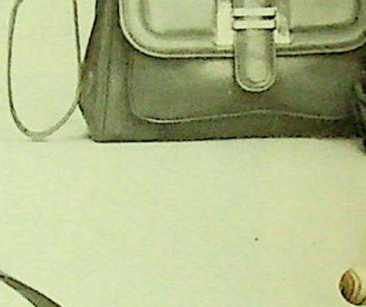

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Leather and Allied Show:

Leather Prices Spiral as Demand Continues

The exhibitors and their wares may have been various but one common conviction was shared by the participating tanners and others at the Leather and Allied Industries Show, held March 9-10 at the New York Hilton. Leather prices, leather demand and leather exports are heading in one direction—up.

"It's a simple matter of supply and demand."

Leather prices are 30 to 50% higher than a year ago, largely due to the increase in prices of hides. According to Frank Mersky, market director at Irving Tanning: "It's a simple matter of supply and demand. There are only so many hides to be distributed among an enormous market that includes both domestic and foreign buyers. A limited supply and a great demand mean high prices."

Joe Reich of United Tanners, supplier of the leather for Frye boots, adds: "In the 36 years I've been in the leather business, prices are the highest ever—in many cases, over $1 per sq. ft."

A tanner's representative, Gertrude Herrscher of Hermes, who did not participate at the show, concurred: "Cowhides are way up and we're all terrified. After all, there's a limit to what the manufacturers can pay. I'm always amazed when I see $80 bags — who can afford them!" Mrs. Herrscher pointed out that some of the tanners Hermes represent have told her they can't fill blanket orders for fall because they cannot guarantee the present price. "One thing that will happen is that bags will become smaller," predicted Mrs. Herrscher. "I think the manufacturers will have to eliminate the very large bags from their lines."

Confronted with higher prices from their suppliers, domestic handbag manufacturers have few options. Luckily, fashion trends and economics are coinciding—fall bags are definitely smaller to complement the dressier turn in rtw, also a counteraction to hide prices. Even with the reduction in raw materials, manufacturers estimate a 5 to 10% jump in prices.

Hide Exports

A large percentage of the demand is attributable to foreign buyers from the Soviet bloc countries, Korea and Japan. "The U.S. is, by and large, the only major cattle producing country that allows its hides to be exported," states Eugene Kilik, president of the Tanners Council. "In 1975, 42 million cattle were slaughtered and over 21 million hides exported—approximately 50%. In January, 1976, 2.2 million hides were exported from a total supply of 3.2 million, or 69%. Granted that's only a monthly figure but indications are that exports will continue to increase."

Ironically, these hides, in the form of finished leather garments, handbags or shoes, find their way back to the states. The total 1975 dollar volume of leather imports was $1,585,907,000. Foreign manufacturers are finding the U.S. market increasingly attractive since the American consumer will pay a price that allows him a comfortable profit. With his lower operating costs, the foreign manufacturer can easily compensate for shipping expenses.

In spite of higher leather prices for fall, this year's demand may be greater than ever. The phenomenal interest in natural and genuine materials which has pervaded both accessories and rtw is a subtle but powerful impetus for higher leather sales. The consumer, especially the younger consumer, wants leather. It's natural, it smells good, feels good, looks good and wears well. "Leather is a sensuous commodity," says Mr. Kulik. "Leather ages well, in fact, its beauty increases with use. All of this may be partially responsible for the 1975 renaissance of leather in the handbag industry."

Manmades

Although fall is traditionally a bullish market for leather handbags, polyurethanes and vinyls still command an imposing share of the market. A representative from M. Lowenstein & Son, suppliers of polyurethane, predicts continued success for manmades. "Progressive improvements in polyurethanes bring them closer and closer to leather; very often, it takes an expert to know the difference. One tremendously exciting development is in the use of polyurethanes for children's shoes—a market that should prove extremely lucrative."

The biggest plus for manmades is, of course, price. As leather prices rise,

supply dwindles and manmades become more effective leather simulants, volume in manmades is sure to increase.

Another plus for vinyls is flow-molding, a process whereby sundry stitching effects, materials and color combinations may be applied to the bag for interesting effects. According to Mr. Kaczmarek of Compo Industries: "Manmades offer a considerable savings in both price and time. Leather, in addition to its high price, must be cut one hide at a time—a time-consuming and expensive process."

Finishes

The most important quality in leather finishes is still its visible degree of softness. The naked, natural look has abated and indications are that a more sophisticated, smooth-grained finish is the latest European import. At Seton Leather Co., Hartley Connett states: "Finishes are getting brighter with a glazed look and moving away from the duller finishes. Small-grained effects—very fine rather than smooth, are establishing themselves as definite trends." At Paul Stern, snake embossings are important and soft garment leather is still number one.

According to Frank Mersky of Irving Tanning: "The soft, natural finish is still the most popular but there's a new interest in tailoring, especially in shoes. The influence is definitely European, with less interest in the distressed, almost rustic finish." "The leather must be soft," affirms Eric Isler of Essex Tanning. "In fact, its degree of softness is more important than its grain."

Findings

Diminuitive is a one-word summary of trends in findings. Metal finishes in gold or brass are mellowing and size of findings is shrinking. Vincent Blume of Ornaments Unlimited states: "The naturals such as turquoise and wood are still important. Gold is a little more refined and brass is being toned down with leather wrapping. The Indian look, I'm afraid, is dead, except for turquoise stones.

At Marhill, emphasis is on gold, with some call for pewter and gold combinations. The Gucci look is still important, although findings in general are becoming less and less significant in shoes.

Suedes

Suedes are making a slow comeback—in fact, according to a representative of Wolverine, suppliers of pigskin for Hush Puppies: "Suedes are more important than ever." Slightly lower in price than garment leather, suede insures the continued existence of the large, pouchy bag.

A versatile new style for summer in smooth leather look vinyl. Sensibly priced at any Marcus Brothers showroom.
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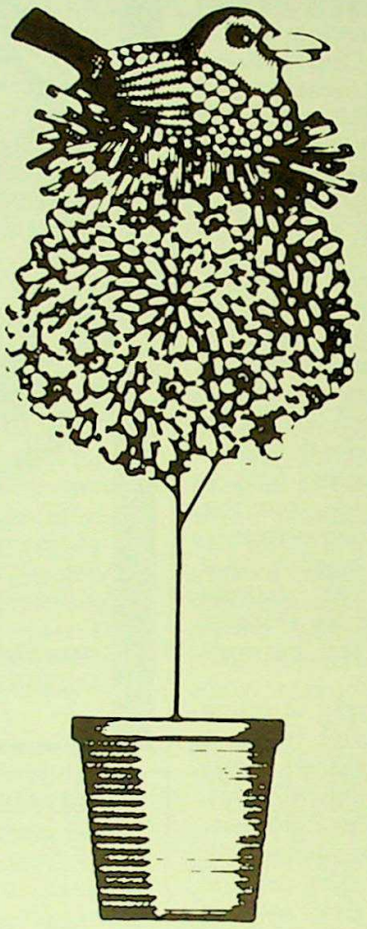

The Personal Leather Goods section will run in the June issues of **both** Handbags & Accessories and Luggage & Leather Goods.

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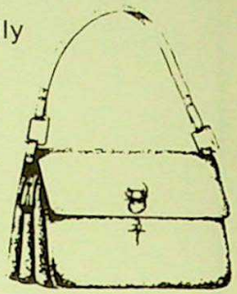

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News & Notes

RETAIL EXECUTIVE CHANGES

ALABAMA

Birmingham. Debbie Martin has been named buyer of hosiery, gloves, and dress accessories at Pizitz. Evelyn Peterson, former buyer of hosiery and gloves has left the firm. Callie Hassler, former buyer of jewelry, handbags and dress accessories has retired. Lila Timberlake, buyer of all accessories for branch stores will also handle handbags and jewelry for the downtown store.

ARKANSAS

Little Rock. Don Pfeifer, v.p. and mdse. mgr. of accessories and intimate apparel has added misses sportswear.

CALIFORNIA

Oakland. Eva Collins has been named accessories buyer at the Little Daisy, succeeding Pat Valenti who has left the firm.

San Francisco. Neal Fox has been named v.p. and gen. mdse. mgr. of fine apparel, accessories, cosmetics, mens wear, decorative home accessories and gifts at I. Magnin & Co.

James Dehon, buyer of mens dress furnishings and accessories for I. Magnin has added the buying of mens clothing and tailored sportswear.

San Francisco. Kay Isaacson has been named dmm of fashion accessories, cosmetics and gifts for the Joseph Magnin Co.

FLORIDA

Miami. Priscilla Mears has been named buyer of accessories and Carolyn Hitter buyer of loungewear at Jefferson Stores.

INDIANA

Indianapolis. Thomas Craig has been promoted to buyer of luggage, belts, handkerchiefs, neckwear and gloves for L.S. Ayres.

LOUISIANA

New Orleans. Tracy Carroll, former dress accessories buyer for L.S. Ayres, Indianapolis, has joined Maison Blanche as buyer of fashion jewelry and dress accessories. She succeeds Sally Hodges

MICHIGAN

Detroit. Margaret Cole Kotsko, buyer of handbags and Woodward Shop accessories for J.L. Hudson Co., will assume the responsibilities of a new post, assistant div. mdse. mgr. of accessories.

Detroit. Eugene DiCresce has been named buyer of mens furnishings and accessories for Crowley Milner, replacing Ron Hasso.

Detroit. Sandy Fosee was promoted to buyer of fashion accessories at J.L. Hudson Co., succeeding David Ruland, who continues to buy gloves and accessory tops and adds small leather goods. Margaret Cole, who relinquishes small leather goods, continues as buyer of

(continued)

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News & Notes

(continued)

handbags and adds woodward shop accessories, a new department.

MISSOURI

Kansas City. Joyce Sacker has been promoted to mdse. administrator of accessories at Macy's Missouri-Kansas.

St. Louis. Michael D. Wolff has been named div. mdse. mgr. of fashion accessories and main floor blouses at Famous-Barr Co. He succeeds Glenda Scott who resigned to open her own store in Frontenac.

NEW YORK

Buffalo. Charles Dinatale, mens sport clothing buyer for Hengerer's, has added mens accessories. Donald Johnson, who has been buying the mens furnishings and accessories has resigned.

New York City. Sanna Lurie has resigned as better sportswear buyer for the New York office of I. Magnin & Co., to join B. Altman as fashion coordinator of accessories.

New York City. Kathleen Klausner, former sales promotion director for Franklin Simon will join Bergdorf Goodman as div. mdse. mgr. of fashion accessories and cosmetics.

Also in the accessory division—Harvey Balsano has been named buyer of neckwear, millinery and hosiery and Betty Sanderson has been named buyer of handbags, small leather goods and gloves.

New York City. Robert N. Friedman, sr. v.p. for merchandising rtw at Macy's has added the merchandising of accessories and intimate apparel.

Harold Kahn, former mdse. administrator of misses coats and womens world, has been reassigned as mdse. administrator of accessories and fine jewelry. He succeeds Michael Friedheim, who resigned to join Chess King in Worcester, Mass.

New York City. Franklin Levine, former accessories buyer at the New York office of Venture Mdse. Corp., has been promoted to div. mdse. mgr. of coats, dresses, intimate apparel and accessories, a new post. Mr. Levine has been replaced as accessories buyer by James R. Hicks, formerly with Grant's.

New York City. Marshall Davidson, former mens accessories buyer for Macy's New York, has joined Abraham & Straus, Brooklyn, as dmm of cosmetics, fine jewelry and boys apparel.

Herbert Solomon, former mdse. v.p. of rtw, accessories and shoes at the

(continued)

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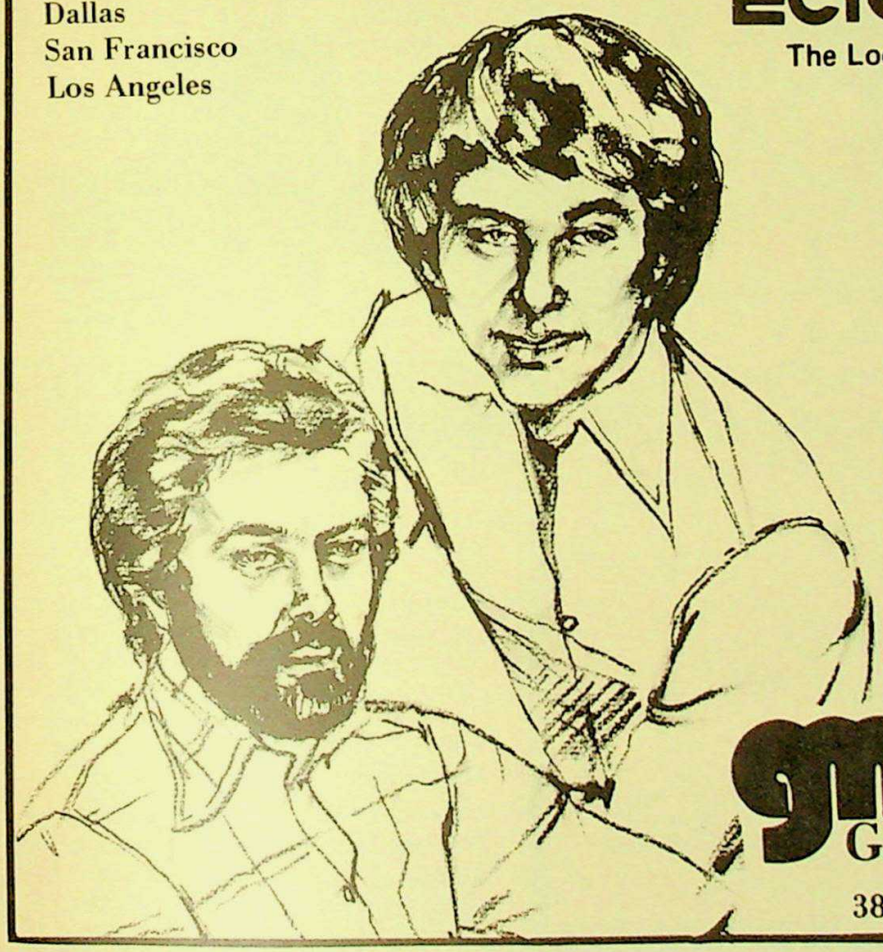

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News & Notes

(continued)

Brooklyn A & S, becomes v.p. and gen. mgr. of the Hempstead and Garden City stores.

Kenneth Cort, mdse. v.p. will now be responsible for intimate apparel, cosmetics, jewelry and mens and childrens wear. Michael Jeffries, former div. mdse. mgr. of junior wear, was promoted to mdse. v.p. for junior wear, fashion accessories and shoes.

It was also announced that Carolyn Watts, div. mdse. mgr. of accessories at A & S, has been named operating v.p. and manager of the Huntington store.

New York City. Deborah Straubinger has been named buyer of childrens accessories at Lord & Taylor.

New York City. Joan Beerman has returned to Bloomingdale's as handbag buyer.

New York City. David Long, former assistant to the v.p. of the home furnishings division at Bloomingdale's, has been named buyer (dept. mgr.) of luggage, succeeding Richard Roth.

Mark Suss has been named buyer of hosiery for Bloomingdale's, succeeding Tim Obert, who moves to a branch store as a div. mdse. mgr.

New York City. Camille Russo has been named market rep for budget store accessories, jewelry, hosiery and millinery at Gimbels Corporate Buying Offices. She succeeds Rosalie Linde, who resigned.

New York City. Paula LaPolla has been named buyer of girls accessories at Saks Fifth Avenue, succeeding Paula Gallagher who now buys young dimensions daywear, sleepwear and robes.

Bernice Berman Kahn, a former assistant handbag buyer at Saks Fifth Avenue, has been promoted to associate buyer of leather and non-leather handbags. She succeeds Beatrice Maloney, named glove buyer. Marianne Mooney, former buyer of gloves and umbrellas, is now buying jewelry.

New York City. Kristin Hochster has been appointed market rep for costume and fine jewelry and watches at Frederick Atkins, Inc. Roberta Lippert, who relinquishes the jewelry will now concentrate on cosmetics.

New York City. Betsy Rothstein, former assistant buyer of small leather goods for Alexander's, has been promoted to crystal room buyer. She succeeds Terry Russell who is now buying misses better sportswear.

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PENNSYLVANIA

Philadelphia. Susan Messina, former buyer of junior and small leather accessories for Bamberger's, has joined Gimbels Philadelphia as buyer of handbags. She succeeds Sue Nodine who resigned.

Philadelphia. Mary Hayes has been named buyer of hosiery and gloves at Lit Bros., replacing Jane Keeney, who will now buy cosmetics.

NORTH CAROLINA

Charlotte. Jim Williams, former young mens buyer for J. B. Ivey's, will now buy mens accessories, robes and underwear replacing Tom Propst, who resigned.

OHIO

Cleveland. Ralph Sachs, former div. mdse. mgr. of coats, suits, shoes and accessories at the May co., has been promoted to the new post of v.p. and gen. mdse. mgr. of the budget store.

TEXAS

Houston. Ron Roberts, div. mdse. mgr. of accessories, junior accessories, intimate apparel and childrens accessories at Sakowitz, Inc., has added ladies intimate apparel.

MANUFACTURERS

Lee Stemer has terminated his affiliation with Ronay Handbags. Mr. Stemer has no immediate plans but will continue his handbag design studio at 40 West 27th St.

Barbara Bolan, designer and director of the handbag collection at Carber Enterprises, has resigned and formed a new handbag firm, Barbara Bolan, Inc., at 320 Fifth Ave. Carber plans to close its handbag division this month.

Cobbler's Classics handbags are now being represented in New York by A & A Sales (Arnold Cherashore) in their showrooms at 172 Madison Ave., Suite 403.

Riviera is offering an interesting new "Gradio-Matic" lens, crafted by Corning Glass Works, which automatically turns to a gradient lens when exposed to sunlight, becoming dark at the top and clear on the bottom. The lens turns completely clear again in the shade or in-doors. The "Gradio-Matic" lens is available in a variety of plastic and metal frames for $25.

Hang-Ups by Honey is a new division of the Honey Bag Co. and is represented by Mida Accessories, 320 Fifth Ave. The group is styled for juniors, domestically made and priced from $8 to $8.50.

Cathy Accessories, 141 Triunfo Canyon Road, Thousand Oaks, California, has opened a New York showroom at 411 Fifth Ave., Suite 702. Cathy Accessories is a manufacturer of fashion tops and scarves.

The Vera Companies has announced the appointment of **Sol Schulman** as sr. v.p. of the scarf and fashion accessories division in charge of sales and merchandising, a new position. Mr. Schulman had been v.p. of sales at Sally Gee for 22 years.

NHA hosted a fashion forecast symposium April 27 for the press and April 29 for resident buyers. The presentation featured the latest fashion trends for fall and included a selection of handbags from NHA members' which exemplified fall trends. Fabric and color projections and their relation to the total fashion and accessory picture were also pointed out.

The showing is available to out-of-town buyers this month and part of June, on Tuesdays between 9 and 10 a.m. by appointment only.

(continued)

FEDERAL REPUBLIC OF GERMANY

8 German manufacturers are at the Colonial Room, Booths 2-7 & 13-17 with the latest fashion products from the Offenbach Spring Fair:

Handbags, luggage, personal leather goods, promotional items.

8th International Leather Goods Show
May 11-13, 1976

Colonial Room, Hotel McAlpin
34th Street & Broadway, New York City

Sponsored by:
The Ministry of Economics of the Federal Republic of Germany.

News & Notes
(continued)

The presentation was held at the NHA's new office in the Empire State Building, 350 Fifth Ave., Suite 509.

National Handbag Company is now being repped by Eddie Cantor at the Los Angeles Mart and by Arnold Cherashove at A & A Enterprises, 172 Madison Ave. in New York.

Janus Acampora has rejoined the sales staff of Morris Moskowitz. For the past seven years, he was with Walborg and prior to that he was with MM for twelve years.

Bruce Goldman has recently joined Holiner Handbag Co., 347 Fifth Ave., as sales manager. Mr. Goldman was formerly with Harry Rosenfeld Inc., also in a sales capacity.

Ron Guttman for Maurice-Tannebaum has been changed to Accessories by Maurice-Tannebaum. The firm is located at 392 Fifth Ave.

Talon has named John J. Harrington as general sales manager for industrial sales. Formerly eastern regional sales manager, Mr. Harrington has spent 16 years with Talon in various sales capacities.

Continental Leather, Inc. has announced multiple changes in its corporate image. The name will be changed to **Caniford, Inc.** and all lines will be marketed under the Caniford label.

The line of handbags and luggage formerly marketed as Continental Leather will be sold under the Caniford Casuals label. Larry Caniford, president of the firm, emphasized that only the name will change. Quality, styling, service and value will remain the same.

A new line, the L.C. Collection, was introduced at the Luggage Show in Las Vegas in March and includes portfolios and related items.

Unlike Caniford Casuals, manufacturing of the L.C. Collection will take place domestically at the new factory in Miami.

The **Mr. John Design Studios**, a new enterprise which will make the Mr. John label available to a select group of manufacturers on a licensing basis has opened at 645 Madison Avenue.

The Studios are a subsidiary of Mr. John Fashion Boutiques, Inc. headed by Leonard Brown and formed to license the design creations of John Pico John, creator of haute couture and special boutique collections.

Kayser-Roth Glove and Accessories Co. has announced the appointment of Claude Hagelberg as president and Gary Behrendt as sr. v.p.

The Kayser-Roth Glove and Accessories Division manufacturers and sells Halston and Kayser Gloves and also manufacturers and distributes women's accessories to retail outlets.

Amadeo Jewelry has been established as a costume jewelry manufacturing company by Amtel Arts division of Amtel, Inc., East Providence, R.I.

At the 10th anniversary dinner of **Mister Ernest Handbags**, Ernest Blum, president of Mister Ernest and Simon Straw Bags, was presented with a scroll by his sales staff. The scroll honored Mr. Blum for his leadership, fairness and capability.

The National Fashion & Boutique Show will enter the Midwest market for the first time on May 2. Over 800 lines of contemporary fashions and accessories will be presented at McCormick Place, May 2-5.

May 23-26, the Thirteenth National Fashion & Boutique Show in New York City will expand and relocate at the New York Coliseum on Central Park South. The semi-annual show will expand to 1000 lines. For further information contact: National Fashion and Boutique Show, Executive Offices, 50 Hunt Street, Watertown, Mass. 02172.

RETAILERS

Brooks Fashion Stores, Inc. has named John Fabian as v.p. and assistant to H. Richard Roberts, executive v.p. and gmm.

FOR HANDBAGS AND LEATHER BELTS designed by ANNE KLEIN IT'S CALDERON

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NEW ENGLAND, NEW YORK, MIDDLE ATLANTIC STATES: Gabriel Pecci
FLORIDA: Jack Hottel

Mervyn's California department store chain announced that it will open its 29th department store this July in the Concord area.

SUPPLIERS

Pandel-Bradford, Inc., manufacturer of manmade leather substitutes, has named Max E. Gillette director of manufacturing of coated fabric operations.

The newly-created position includes responsibility for all manufacturing and maintenance personnel at the company's two plants in Lowell, Mass. Gillette previously was manager of the Lowell polyurethane operation.

Other major appointments at Pandel-Bradford include the election of John Walker to v.p. of the company's Styletek Division. In his new position, Walker will continue to be responsible for the manufacture and sale of the division's injection molded heels for footwear. Kenneth J. McAvoy has been appointed controller and Carl H. Richter has joined the company as assistant plant manager for the Vinyl Division.

Straus-Artys Corp., 45 North Station Plaza, Great Neck, N.Y. has announced they are now the exclusive North American representatives of several leading German manufacturers of machines used in the handbag and accessories industries.

A partial list of the manufacturers covered in their marketing program include: Fischer and Co.; Meyer, Roth & Pastor; and Wirth Maschinenfabrik.

Whittaker Corp. and Herman J. Schecter have jointly announced the sale of Whittaker's Sommers Plastic Products Division to a group of German and Swiss plastics manufacturers. Mr. Schecter, the former owner of Sommers Plastic Products Co., will head the new company.

Sommers distributes a full line of supported, expanded, unsupported and clear vinyl materials to the advertising specialty, heat seal, handbag, bookbinding and ringbinder, accessory, luggage and personal leathergoods industries.

Cutting Room Appliances Corp. has named Bill Kaiser Co., 902 Broadway, Kansas City, Missouri as sales agent for Kansas, Nebraska and the state of Missouri west of Springfield.

Cutting Room Appliances, a division of Eastman Machine Company, Buffalo, N.Y. are manufacturers of cloth spreading and cloth measuring machinery.

FINANCIAL

Brooks Fashion Stores, Inc. announced that its Board of Directors has declared a 50% stock distribution payable on April 19, 1976, at the rate of one new

(continued)

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News & Notes

(continued)

share of Common Stock for each two shares held of record at the close of business on April 2, 1976.

The Board of Directors also declared an increased quarterly cash dividend of 12 cents per share on the existing Common Stock. This represents an increase from a quarterly dividend of 10 cents per share.

End of 1975 figures released by **Interbank Card Assoc.**, licensor of the Master Charge card, show that total retail sales and outstandings on the Master Charge are up considerably.

Retail sales on the card surged by 16.7% for the year, standing at $10.1 billion at the end of the last quarter, compared to $8.7 billion in total cash register activity in 1974. This buying activity was the chief facor in a 14.4% leap in gross dollar volume on the card to $11.3 billion, as compared to 1974.

PERSONALS

Leonardo da Vinci's "The Last Supper" is one of the most copied paintings in the world. But unlike most artists who copy "The Last Supper" on canvas, one Oklahoma State Tech coed has selected to reproduce this famous art piece using a most unusual medium—leather.

Judy Bell, a fourth trimester shoe/boot/saddle student from Okmulgee, undertook this project while enrolled in Tech's advanced custom leather work and shop operation class.

Harold Sporn, president of the Dover Handbag Company, Inc., died recently; he was 70 years old.

Mr. Sporn had been in the handbag industry for 52 years and began his own company, Lincoln Leathergoods, at the age of 18. He founded Dover Handbag in 1945; his son and two brothers are also members of the company. Always an active participant in the industry, Mr. Sporn was a member of the Board of Directors of the National Handbag Association.

Surviving him are his wife, Sylvia, his son, Eric; daughter, Judith; sister, Sadie; and two brothers, Jesse and Bernie.

Our sincere condolences to Mr. Sporn's family and friends.

"IT'S THE HANDBAG THAT COMPLETES THE COSTUME!"

Interview with Haute Couture's "Roberta"

By Barbara Hart

The house of *Roberta di Camerino* is a design business, a manufacturing business, and retail business rolled into one. There are 23 retail outlets in eight foreign countries throughout Europe and in Japan. The New York store which opened in May, 1975 at Fifth Avenue and 51st Street is probably the only retail-wholesale combination in the Saks-to-Bergdorf's prestige promenade.

Since then, a boutique has opened in Eaton's, Toronto; stores in Chicago and Dallas, and there are plans for a California store in 1976.

"On this continent all except our New York store are franchises," explained the founder Giuliana di Camerino. Then she told how, as an eighteen-year-old refugee in Switzerland, she began making handbags for a living.

"Everyone was so good to me," she recalls. "As soon as peace was restored, the French and Italian magazines helped 'launch' me." In the U.S., Giuliana was discovered by Tobe, Estelle and Stanley Marcus, Sophie and Adam Gimbel.

"Mr. Gimbel put my handbags in the corner window of Saks twenty-five years ago," says the Signora today. "I will always remember my joy at seeing them there! Now I have my own corner windows on Fifth Avenue — just a block from Saks."

The young Giuliana had named her mushrooming enterprise Roberta and later, when she had a daughter, named her baby for the business. So there is a real Roberta, who now helps direct this rapidly expanding international fashion empire from its Venice headquarters.

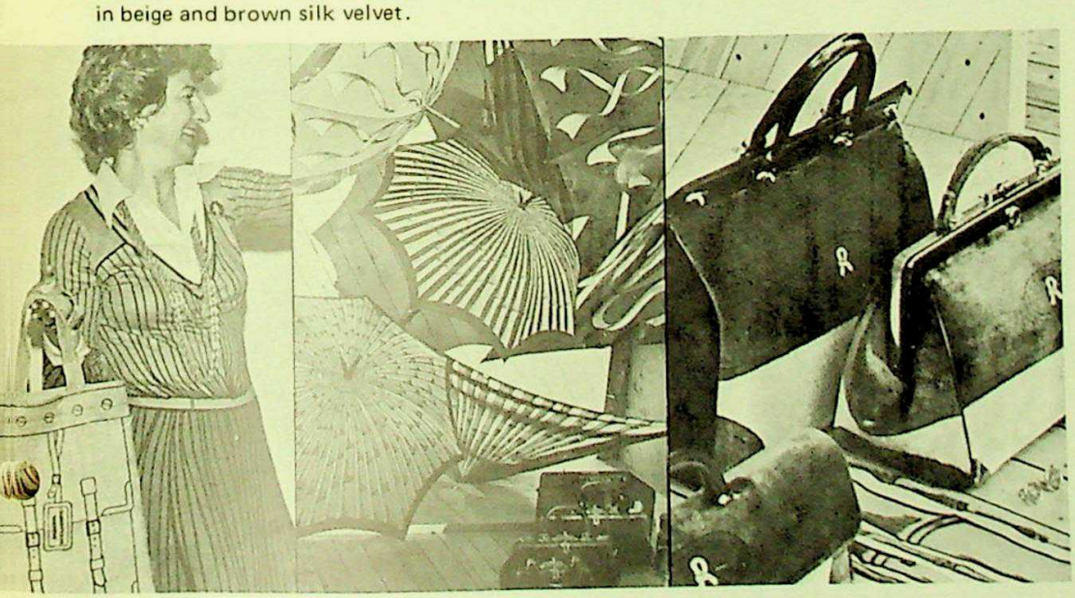
Through the years, Giuliana's designing has proliferated. She now produces: *belts*—leather and metal; *scarves*—both of silk and of cotton, often with the *trompe l'oeil* effect for which she is noted; *jewelry*—heavy gold chains of interlocking "Rs" and, for summer, seashell necklaces, bracelets and cosmetic cases; *umbrellas*—printed nylon on big frames but with elegant handles, not peasant; *luggage*—lightweight hand pieces like matching totes, duffels, and carry-ons that usually include matching envelopes and small plg. The *handbags*, too, often have their own matching plg. The *rtw* is timeless, seasonless variants of a few natural themes, classic styles on which accessories can build.

Scene: Summer/Fall '76

"For daytime it is cotton, cotton, cotton," says the Signora, and her inspirations come from (1) American jeans and geometrics; (2) the sea-faring motif of Italian and Greek peasants: the

(continued)

L to r: Guiliana with burlap tote; bright umbrellas to match handbags, scarves; and travelers in beige and brown silk velvet.



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(continued)

"Paisana"; (3) the mystique of the Orient in styles which she names for the *Samurai* and *Geisha*.

This Oriental influence is typified by jersey evening dresses and the "Bamboo collection," complete with coats, scarves, umbrellas, and handbags in the same stylized bamboo stripe reproduced in varied sizes.

With daytime cotton rtw, bags may match exactly, may *reverse* the light-dark motif but retain the identical print, may *enlarge* the design, or may emphasize the deepest shade of the outfit. A black/brown motif with a dark and light theme (like a rope pattern or geometric design) can continue into the fall.

Bags to Wear or Carry

Most bags are worn close to the body; shoulderbags nestle in the curve of the waist; some bags are slung across the back. Draw-string cotton bags dangle from shoulder to hip.

Among the newest shapes for *carry-alls* are one inspired by the Sardinian hunter's bag and an over-sized satchel. Both are made of waterproofed, printed cotton with laminated frames and linings to make them completely washable—a big plus for summer wear or winter travel.

Materials from Straw to Velvet

This summer's straws, some of them as large as hampers, are mostly leather trimmed with box-calf. Each has its own distinctive shape and detail of weave. Some of the straws hail from Bali, others from Ceylon, and the newest is a natural strain of Mediterranean seagrass which appears in its original greenish tone dressed-up with gold chains.

The *leathers* include box calf, tortuga, and rare skins from over-populated jungle preserves. Shapes are pouchy and large, but you can usually spy somewhere the designer's hallmark—a tiny "R". Colors include red, blue, and honey, but brown predominates.

Hand-loomed pure silk Venetian velvet, mounted on handmade frames, in a full line of travel bags through plg, remains a year-round specialty of the house.

The bag completes the costume or alters it. By changing the bag and perhaps adding a necklace over a scarf, the same apparel changes from day to evening, casual to dressy, or from summer to fall, while still remaining in fashion.

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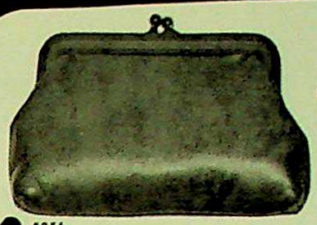

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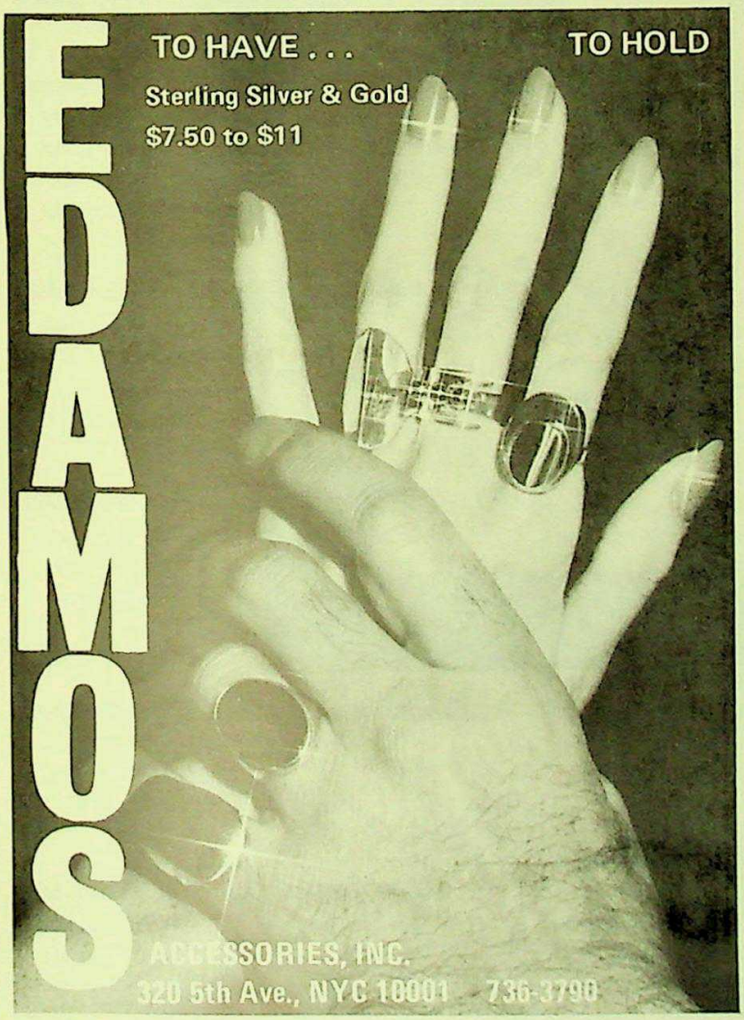

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New York City

8th International Leather Goods Show
May 11-13
Hotel McAlpin
New York City

3rd Annual Italian Leathergoods Trade Week
May 11-14
Plaza Hotel
New York City

National Fashion and Boutique Show
May 23-26
New York Coliseum
New York City

Southern Apparel Exhibitors
May 29-June 1
Miami International Merchandise Mart
Miami, Florida

29th Mipel, Italian Leathergoods Show
June 4-8
Milan Fairgrounds
Pavilion 30
Milan, Italy

International Gift Show
June 13-17
New York Hilton
New York City

China, Glass, Giftware Showroom Show
June 13-17
225 Fifth Avenue
New York City

Mid-Year China Glass & Gift Show
June 20-23
Convention Center
Atlantic City, New Jersey

11th Annual Northeast Craft Fair
June 21-27
Dutchess County Fairgrounds
Rhinebeck, New York

Washington Gift Show
July 11-14
Sheraton Park Hotel & Shoreham Americana
Washington, D.C.

Chicago Gift Show
August 1-6
McCormick Inn, Palmer House & McCormick Place
Chicago, Illinois

Luggage & Leather Goods Show
August 8-12
International Centre
Toronto, Canada

New York Gift Show
August 15-20
New York Sheraton and New York Coliseum
New York City

Gift & Decorative Accessories Show
August 20-September 1
Miami International Merchandise Mart
Miami, Florida

International Leathergoods Fair
August 28 - September 1
Offenbach, Germany

Florida International Gift Market
August 29-September 1
Miami Merchandise Mart
Miami, Florida

4th Hellenic and International Fashion Fair
September 1-4
Caravel Hotel
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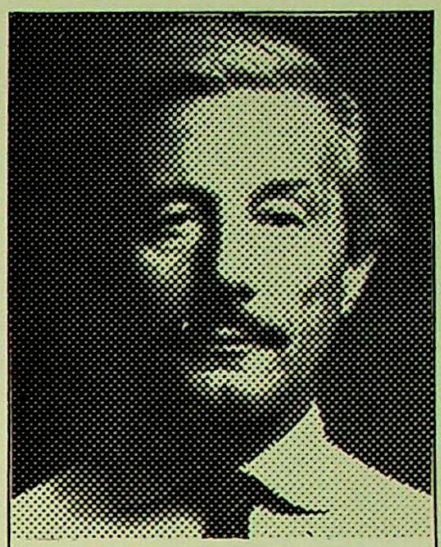

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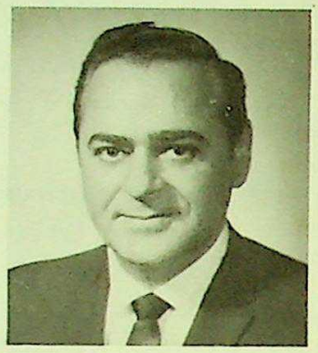

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California Report *(continued from page 22)*

"The timing is not too early," she said, pointing out the merchandising and colorations done in January and February for the sweater area that proved to be a valuable guide to accessories and handbag designers. Ms. Harris felt that the early spring market offered helpful direction regarding T-shirts, cotton scarves, new ideas in jewelry and natural cloth bags. The early fall market offered similar direction and will allow adequate time to place reorders.

When asked whether her buyers left orders Harris replied, "Of course. We don't wait and 'take money to market' any more because creativity happens every day. Placing orders now allows us to see trends in late May and June that are going to peak in July and August."

At another local major, a different viewpoint was expressed. Although none in the accessories division had viewed the lines during the first week, feelings were that it was too early to project knowledgably about fall. The fact spring trends had not established themselves made the staff hesitant to commit dollars this early. Feelings were that the early spring market was less effective than it could have been because Easter was so late this year; the biggest plus for the early market concept being good delivery.

Ohrbach's dmm Carol Pearce and handbag buyer Anita Nathanson also expressed some hesitancy about leaving orders so early. They agreed that although the timing could be advantageous to buyers for the majors, Ohrbach's success with promotional goods makes it dangerous for them. Ms. Pearce cited the total absence of mood rings in the early spring market, exemplifying the rapidity of trends (especially in jewelry), which makes it impossible to give a meaningful presentation this far in advance of the season.

With the exception of B-T-S leather groups, Ms. Nathanson plans to place the major part of her fall orders during the week of Mother's Day. Both Ohrbach's merchandisers saw the possibility of items being pulled out of lines and dollars being moved to 'proven numbers' that were 'not what we ordered.' Ms. Pearce stressed that "in this day of enlightened retailing we cannot tell the customer what to buy. The directive comes from the customer, not from the retailer or the manufacturer."

Janice Frankel, buyer for the Rix Racks chain frequents the Mart with owner Rick Meyer on a weekly basis and was impressed by the massive turnout for the early market. "The only reason we didn't write orders," she quipped, "was that physically, there wasn't enough room!" Ms. Frankel was in accord with the timing of the event because, "I'm used to buying early." She is optimistic about customer response: "The sooner the goods are in, the sooner they turn and the sooner I reorder...buyers shouldn't even think about mark downs at this point."

Ms. Frankel was particularly enthusiastic about the suede and fabric numbers at Scarlet Leather. Slam Bags also received raves for their first season of coordinated belts and bags. Ms. Frankel felt that buyers were instrumental in the concept of the early fall lines: "I received several calls asking me how I felt about certain fabrics for handbags."

This buyer doesn't feel that a definitive statement has been made in jewelry, although Rix Racks *is* selling units and re-ordering. "The market needs something," she commented, and named Debbie Laub as being one of the sharp designers (Contempotique for Carole, Inc.) who can be looked to for innovative ideas.

Jewelry was also tagged as "weak" by Judy Feldman, accessories buyer for Judy's, who was otherwise quite receptive to the early market presentation. "Manufacturers are trying to show fall jewelry too early. With deliveries as

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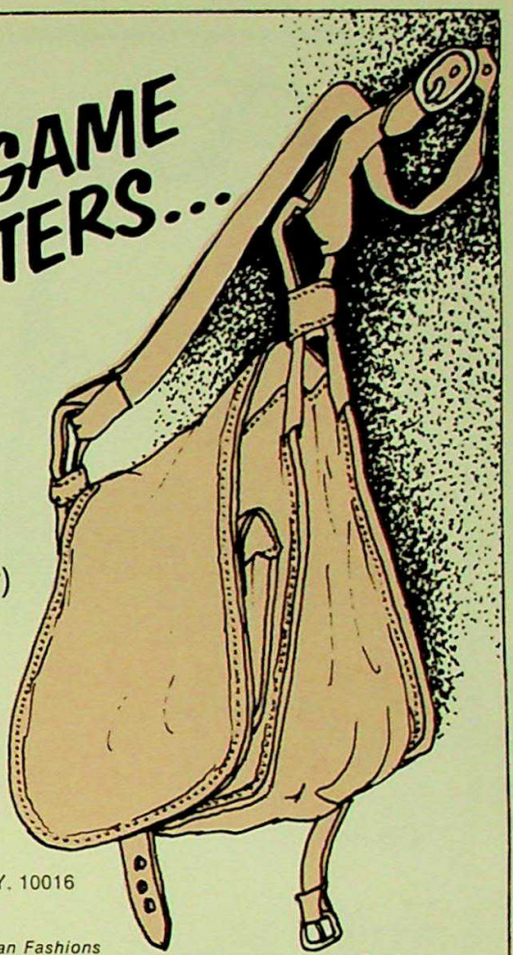
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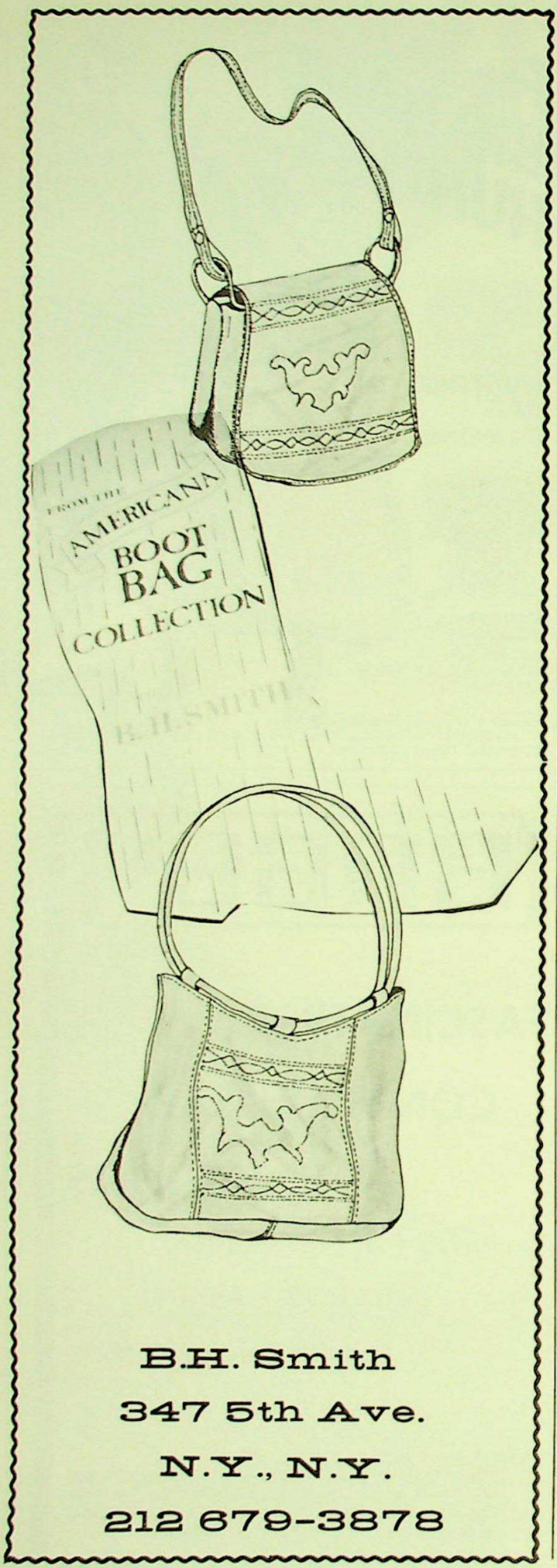

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quick as they are, there is no purpose to the early market in this area." Ms. Feldman aims for delivery in late May and June and July for good reaction because that is "when customers start putting things into layaway and start building their wardrobe."

The spring jewelry market seemed to prove Ms. Feldman's point: "A lot of the summer projections are not selling as well as manufacturers had hoped. They got off the tailored look and into 'natural' too quickly." The Judy's buyer felt that, as was the case last season, it is again too early to tell the trends— that the jewelry market lacks a general direction.

On the other hand, she feels that handbag manufacturers have taken a strong stand for fall, securing their direction from the European Market and showing suede, suede and leather combinations and a lot of clutches. Orders were left for handbags and hats, which Ms. Feldman predicts will be popular this fall.

The spring market was helpful for Judy's. "We were a jump ahead of the customers and had spring merchandise in before Christmas. Judy's buyers work on the floor three times a week. We saw what was selling and were able to reorder when there was the greatest demand." But ironically, Ms. Feldman pointed out that the greatest *advantage* of an early market creates its greatest *disadvantage*. "Manufacturers sometimes forget how long a selling season is. If they tie up production with fall goods it will prevent spring reorders and they could ruin their own season."

Exuberant Bob Kellerman of Mandel's was hands down in favor of the early market. "The out-of-state traffic generated gives the manufacturers impetus to produce more lines per year, building up their strength as important resources. That strength in turn helps California retailers." Ms. Kellerman felt that California can use new merchandise at earlier intervals because of the long seasons. "The manufacturers are picking up the trend that is obvious—toward cleaner, more classic lines—and *I* can use the goods they're producing *now*."

Although he had left few orders by the end of the first week, Mr. Kellerman planned to sample early and have a good indication of strong items by May and June: "We find that at Mandel's, hot items peak first and die first" and he buys accordingly. Notable lines he mentioned were Baggs ("The Star of the Season"), Theodor, Berne, Tempo and Scarlet Leather.

Mr. Kellerman is looking toward a strong season for vinyl. "Customers bought expensive casual leathers last year and this year they're not going to throw their money around."

Midwest Report

(continued from page 22)

Even these overwhelming reactions do not do justice to the full splendor of Chicago's newest playground—the Water Tower Place. A multi-level shopping area of seven stories surrounding a giant atrium; WTP features nooks for seating, a waterfall, abundant lush greenery and three glass-walled cylindrical elevators. Bright geometric logos and colorful merchandise on every floor assault the senses so skillfully that one feels she cannot leave without purchasing, and one visit alone can barely whet the appetite.

Population, money and the right demographics make Chicago an appealing market for any top retailer. There are 80,000 people earning in excess of $25,000 in the Gold Coast and Near North side. Just off Michigan Avenue on Oak & Walton Streets, expensive boutiques bring in over $6 million annually in sales profits. In addition, there are Bonwit's, I. Magnin, Saks, Gucci, Jax, Blum's and countless others

making this seven-block area the greatest nucleus of fashion stores in the country.

How has Lord & Taylor found their adjustment to this area? Obviously a mutually satisfying arrangement as their sixth unit is scheduled to open in Fox Valley in summer 1977. In three years that is an impressive scheduling of units for a New York-based top-line retailer—Woodfield, Hawthorne, Oakbrook, Northbrook and WTP.

Water Tower Place, the 126,000 sq. ft. outlet, is expected eventually to rank second in volume only to L & T's flagship store of Fifth Avenue. Approximately 9.5 million was spent on the store interior. The first floor features creamy apricot walls, rose-colored carpeting, stainless steel columns and decoesque mirrored walls. Throughout the store shiny deco accents and peach tones blend together so that attention is focussed on the merchandise itself. There are numerous firsts—a precious jewelry department and Fantasia—a delightful boutique of around-the-world merchandise.

The Young New Yorker and Pizzazz shops on the fifth floor use mannikins as stellar points of attraction along with an accessories bar located near the escalator and in view of the main entrance, creating islands of interest for impulse shopping. Under the aegis of Nancy Burns, department manager, the summer fashion story is simplified, making it easy for the shopper for whom a cornucopia of plenty represents confusion. Straw handbags in the $7-$15 range feature a rerun of the China or Pizza Bag with improved construction, woven straw totes and clutches, and canvas in snappy large short-shoulder pouches and attache shapes ($12-$20). The ethnic look prevails in serape totes and an interesting flapover bag somewhat reminiscent of woven placemats.

Folkloric nuances are picked up in the large variety of bright-painted wooden bangles, necklaces of ropes and beads

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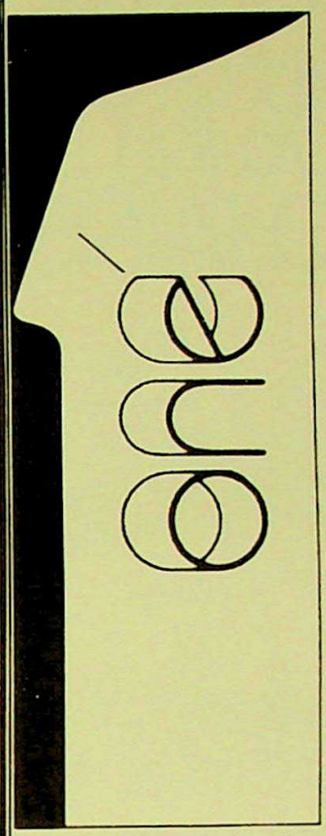

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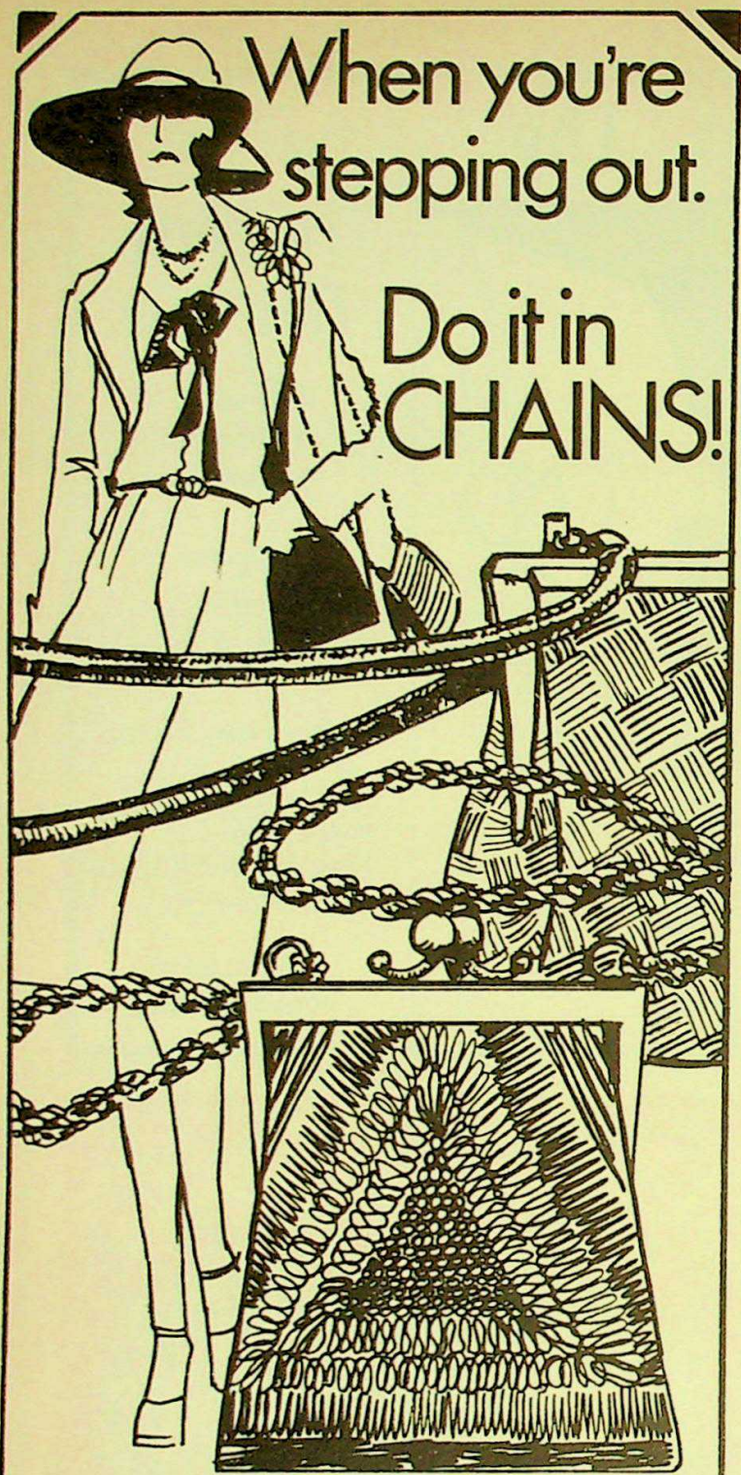

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Lord & Taylor presents a "wizardry of weaves" — baskets and bags for a striking display.

and painted ceramics. Chokers of wrapped ribbon, hand-designed Chinese beads, pewter discs and shells on fine silk cording provide other costume accents.

Belts are enjoying a rush of popularity and Ms. Burns reports stock depletes as fast as it arrives. The ½" snake stretch in gold or silver and the 1" cinch (or for that matter any size cinch) are the hottest sellers. Sales have also increased in the leathers, straw weaves, reptilians and the jeans belts.

Scarves and hats twin for summer needs. The wide brim straws team with scarves used under and over the hats. Rainhats and tennis hats call for the perky scarf colors and there are visor scarfs in cotton and gauze and terry turbans for beaching it.

L & T's customers prefer the classic T-shirt. Variety this year, however, is in the old-fashioned look of lace with the T, suede stripping and denim trims. Indian madras tops, the muscle shirts and the gauze big tops also have their share of fans.

Southeast Report

(continued from page 22)

Shoe influences that spurred jute handbag sales for spring and summer noteworthy for fall. "Fall shoe variety is very wide," observes Adrian and Margaret Monk, Atlanta Merchandise Mart 7G3. Toes are either pointed or square in flats, spectators, platforms, stacked heels and sandal styles. Espresso brown, a dark rich shade and luggage, in the medium brown range are the top sellers in the Anne Klein shoe line, Other Anne Klein shoe shades to watch are jodhpur, red onion and "griege"—a greyed beige. The Monks find a knowledge of the Anne Klein shoe picture very helpful to their buyers of Anne Klein bags and belts.

Wooden novelty bags, like the "picket fence," a drawstring fabric bag enclosed in a wooden slat box and the "button bag", sell well in the Southeast for Bob Fitch of Dallas Handbag Co. Mr. Fitch expects suede and leather combinations to be an important fall contender. Dallas Handbag offers many shapes including the popular pizza and styles featuring rope and braided handles, patch combinations and leather or suede trims. A small suede pouch—"the string purse" bears watching. Long, skinny, leather thong purse strings give this bag a swingy look.

Tom Smith and Sheila Hann, owner/designers for Mopsy, a handbag firm represented by Choo-Zee, Atlanta Mart 3A4, have had success with their "getaway bag", a fabric travel tote and store logo totes. The getaway bag features plenty of inside pouches. Store logo totes in sturdy canvas are hand-painted with store name or logo. Newest of Mopsy designs are purse organizers in polished cottons in the shape of lips, lipstick tube and a compact. Mopsy's fall travel tote is reversible...one side finished in a light, natural fabric, the other

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Southeast Report

(continued from page 82)

in corduroy or cut velvet. "The idea is that a woman can travel from warm to cold climates with only one bag," said Mr. Smith.

Bob and Carolyn Miner, Atlanta Mart, 6G9, report the best spring ever in belts. Jutes, cords and pucker-elastics score as the top sellers. Jute with leather trim will continue to sell well into fall. Belt demands and re-orders for narrow belts, ½ to ¾", is attributed to skirt interest and tunic styles for fall.

Adrian and Margaret note good sales in belt assortments that are interchangeable with a single buckle. For fall, this assortment will include a lizard-look belt strip. "Interest in wrap belt looks continues in lighter weight materials," said Ms. Monk. Macrame belts woven with a lightweight string offer delicate, open patterns suited to a dressier, less bulky look.

Scarves continue to be the high flyers with no decline in sight. "Cotton sells well year 'round and silk and poly will pick up sales as we approach fall," said Bob and Carolyn Miner. Squares are most important and the large 27" scarf sells best in fashion-conscious stores. Scarfettes and pre-tied head wraps sell well when paired with a matching big top or short caftan. "The short caftan has sold for everything from bedjacket to beach cover-up," said Ms. Miner.

Seraphina Cohen, owner of Choo-Zee Jewelry, Atlanta Mart, 3A4, notes the nothing prints, marbelizings, "less than paisleys" and wisps of prints as a dressier scarf trend. Polynosics, the synthetic cotton feel, continue to sell well. "Jewelry sales are primarily in the natural, antique and ethnic looks," said Ms. Cohen. Shell sales are now in more expensive price ranges, $5 and up retail because women want shell pieces that are outstanding.

Abalone, especially when combined with sutash, is beginning to show exceptional strength in the naturals. One attractive choker style is an elongated abalone shell, strung on a double strand of sutash. When tied to the back the shell fits comfortably into the contour of the throat. Wood jewelry designs are more refined, featuring carved beads, brass inlays and polished finishes. Wide bangles show an increase in sales for late spring. One good seller has been a teak bangle with brass inlaid Indian designs. "The Target", a fall Choo-Zee design, features a coiled leather thong fitted into a free-form, rounded gold shape. The result looks like a target—especially suitable in ring and pendent for unisex sales. In Choo-Zee's "what will they think of next department", it's handpainted eye glass lenses. Lenses of all shapes and colors are handpainted with the most careful detailings. The choker and pendant styles feature motifs such as school crests or mascots, whimsical birds, animals and children, and contemporary florals. Retail price is $16 to $18.

Southwest Report

(continued from page 22)

In her store, salespeople go into the fitting rooms unless requested not to by the customer. "We show customers how the garment is to be worn. We bring in a scarf if the outfit needs it, and we often teach the customer how to tie a scarf right there in the fitting room. We have sold quantities of scarves in this way," she said.

Kim Dawson, fashion director for the Apparel Mart, told buyers that fashion shows can pay off for the smaller retailer.

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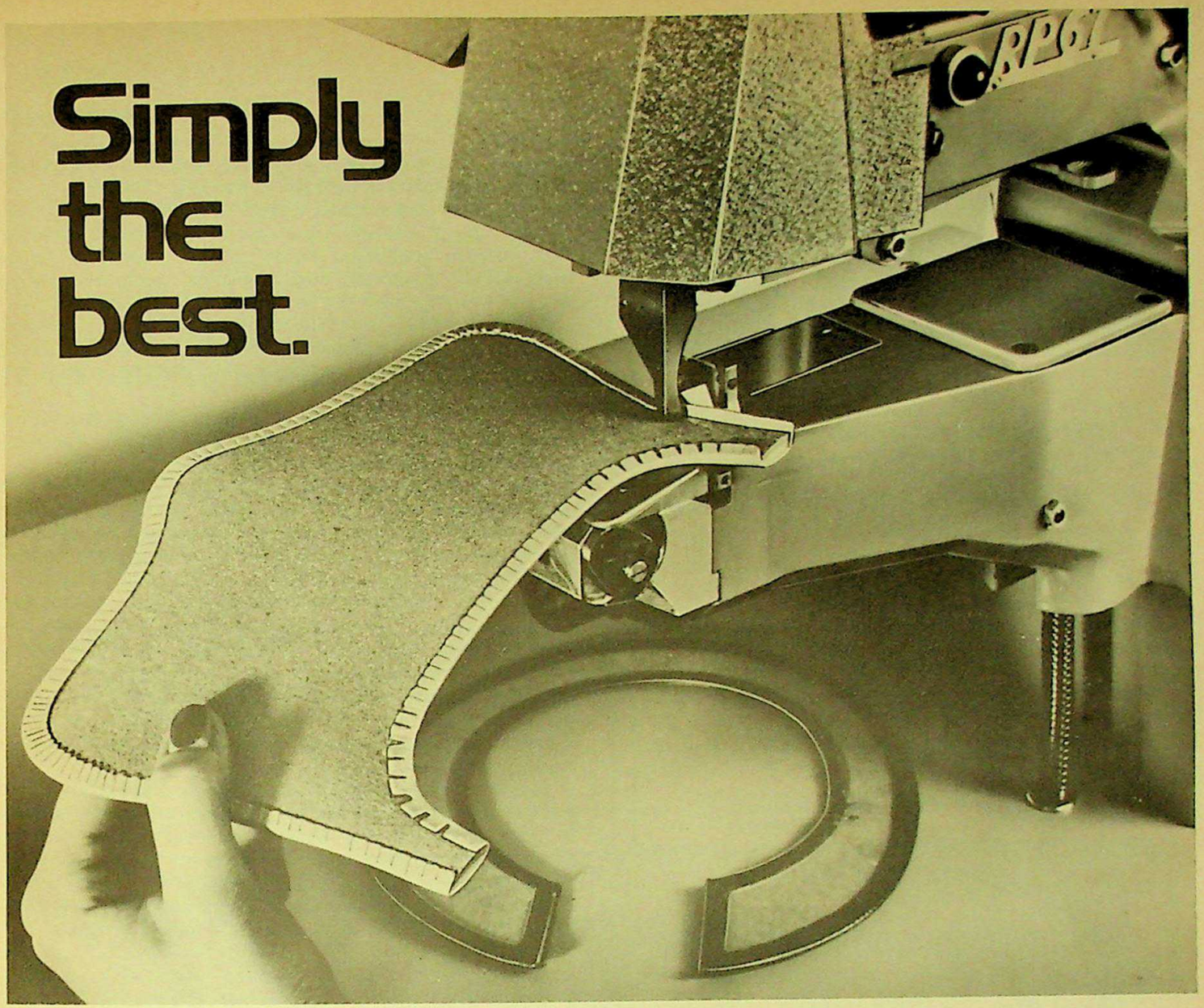

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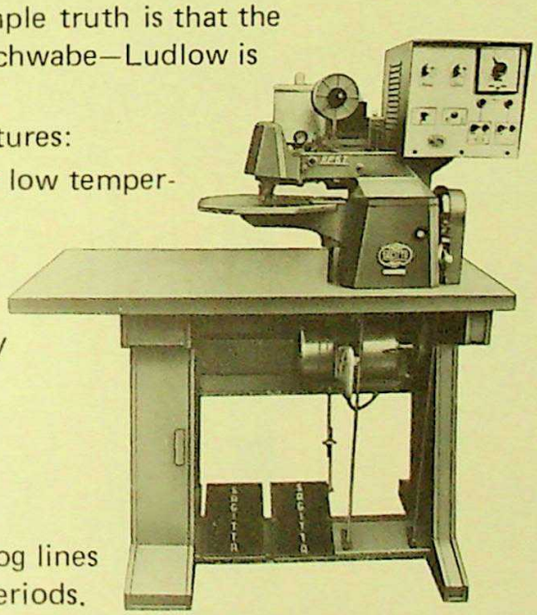

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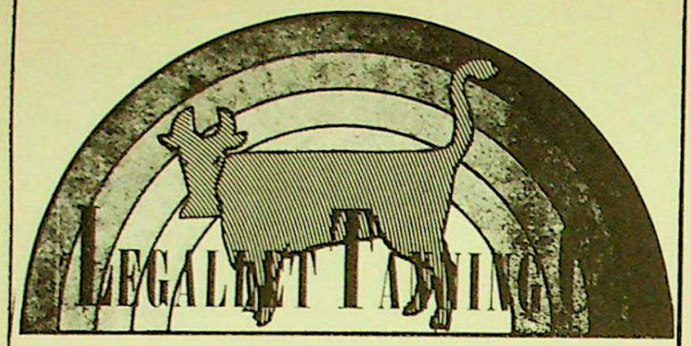

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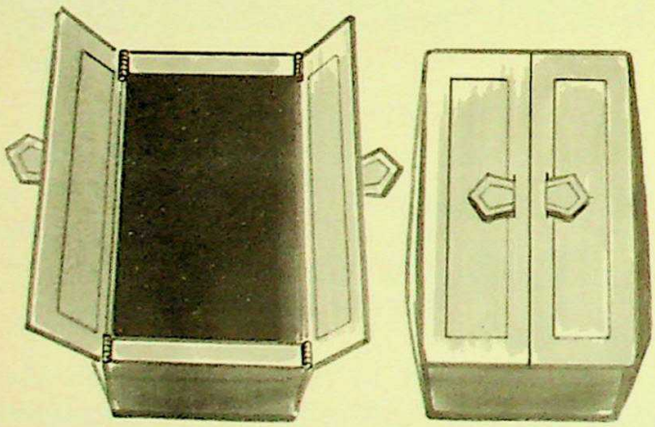

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Southwest Report *(continued from page 84)*

certificate in lieu of pay. Then, if you fit a show well, you can often sell the merchandise to the models,'' she said.

Settings are important but don't have to be expensive. An in-the-round presentation and taped music work just fine. Kim Dawson suggested to the buyers that they borrow hand-woven tapestries and weavings done by talented amateurs in their own towns to use as a special decoration.

And here's Ms. Dawson's tip on how to make a complete change, including accessories, fast for the model: Simply drop the scarf, jewelry and shoes into the plastic cover that goes over the dress.

Lucille Klein, Monsanto Southwestern representative, advised buyers to build their color stories to make promotable ideas which will increase fall sales.

''The Southwest has always liked color,'' she pointed out. She predicted fall's big color stories as black and white combinations used with very clear brights such as yellow and green; mauve to maroon touched with pale pink; tartans; stripes in serape, mini, engineer and pin styles. Blues will go to the military, misty shades in plaids, stripes and patterns.

And speaking of effective display, Kaye Tarkington, who owns the Smart Shop, Cuero, Texas, uses antiques to set the theme for her ladies and juniors shop that ranges from the gimmicky to medium prices. Jewelry hangs on antique wood and glass showcases; belts from hall trees. She has wallpapered the interior of several wardrobes and hangs belts on hooks inside.

One of the most interesting antique displays is that of the old scrolls used to decorate the transoms in the Denver hotel in Victoria. Drilled with holes, they now make interesting hangers for handbags.

For wrapping paper and bags, the Smart Shop uses reproductions of an old catalog. This paper or tiny wallpaper prints are often used as backdrops against white walls for display purposes, too.

The shop sells a lot of separates, especially pants. Ms. Tarkington, a smart young woman herself, is trying to promote the sale of dresses. The accessories come mostly from Asbury, handbags sell best in vinyl, canvas and straw. Also popular are cotton scarves; jute and leather belts and jewelry in shell, clay and other naturals.

Natural look jewelry sets off lacy caftan seen at a recent Apparel Mart show.

THE MARKETPLACE

Classified ads are $20 inch (approx. 6 lines type. If you wish to use a box number, there is an additional charge of $10. Send ads to LInda Crumb, HANDBAGS & ACCESSORIES, 80 Lincoln Avenue, Stamford, Conn. 06904.

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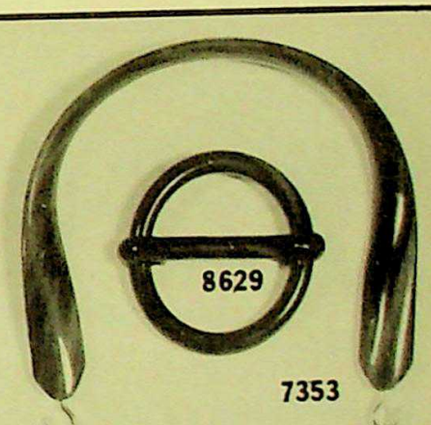

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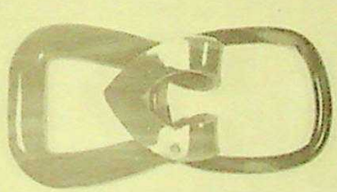

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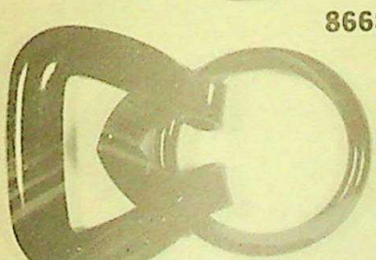

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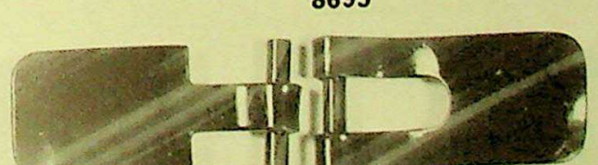

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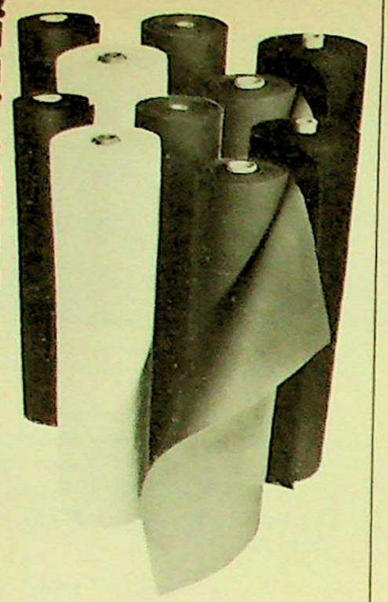

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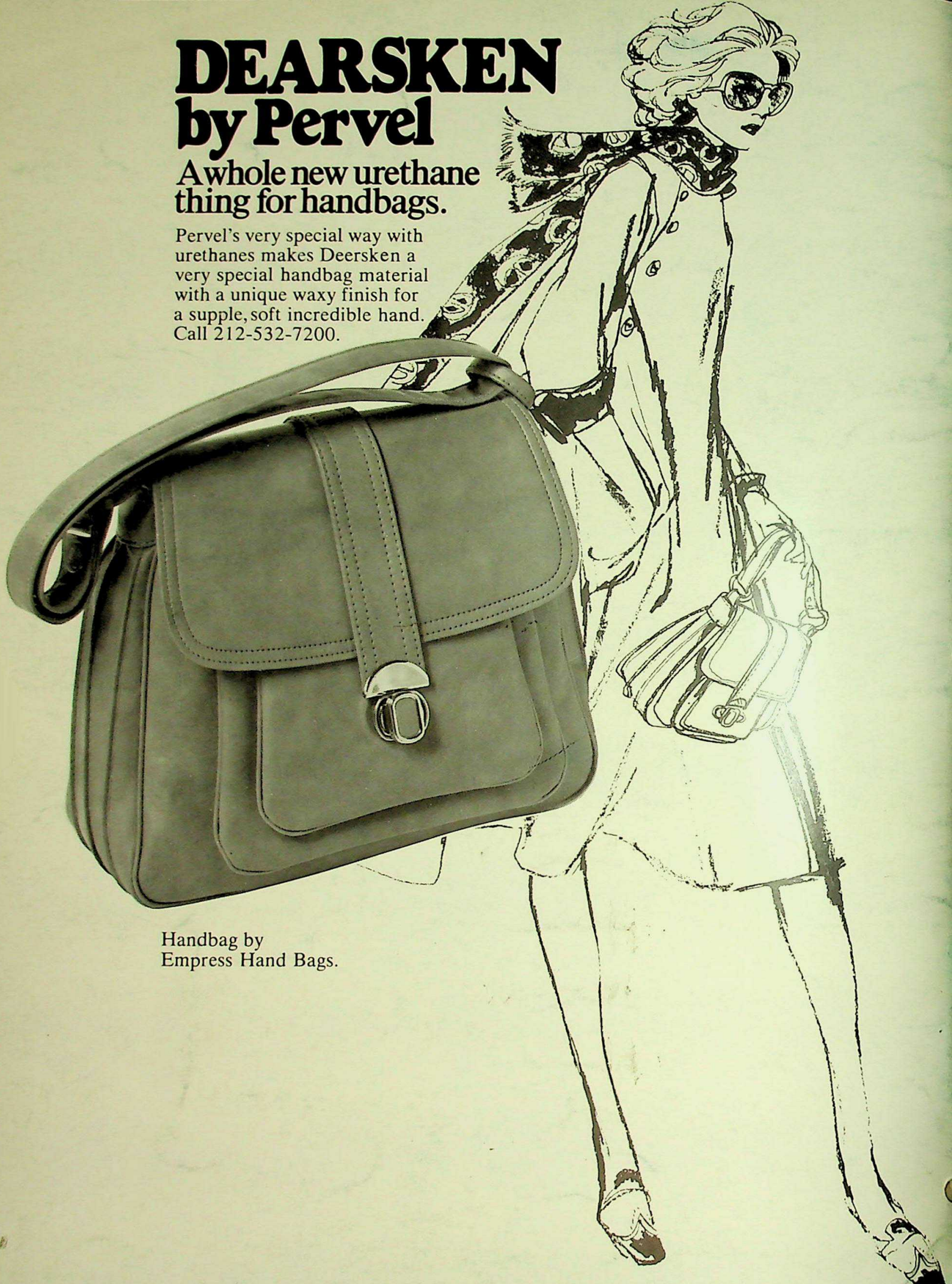

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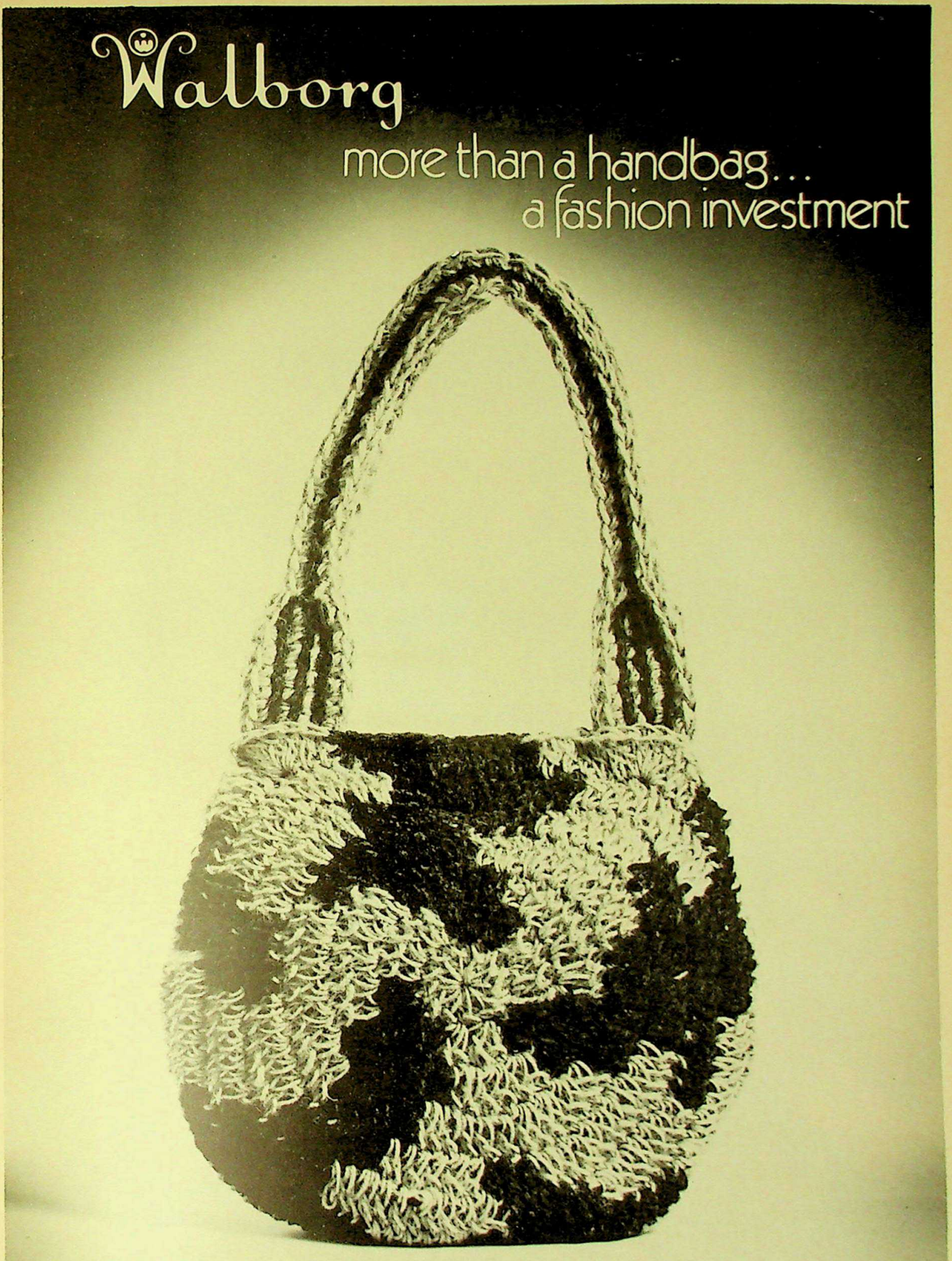

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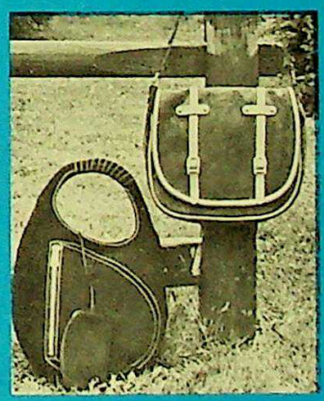

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Our cover
Excitement in fall fabrics -- the envelope bag is made of stretch webbing fabric with strap looped from just one corner. By Carmen Sugerman for Victoria Needlework. Nubby ribbed tunic in rich shades by Knapp Originals; soft wine beret by Madcaps. Photographer: Renee Brown.

In this issue:
H&A surveys department and specialty stores on accessories sales; and explores the question of how increased space affects sales.

Jewelry: Hang It All. . .the new pendants

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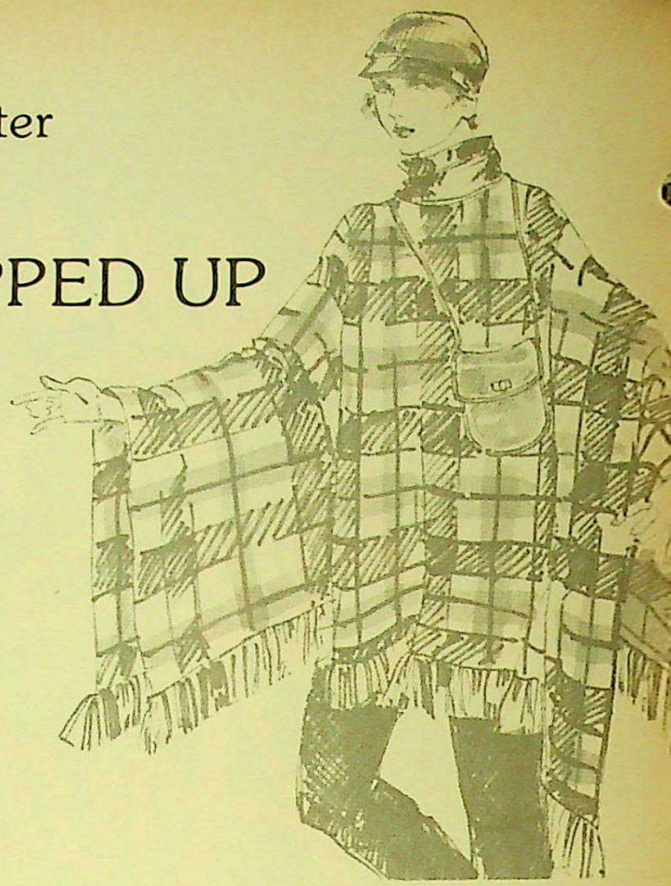
The Pret a Porter Collections

ALL WRAPPED UP FOR FALL WINTER 76-77



The T-shape, split-level layering, wraps...tunics and ponchos, the pure primaries and winter white, strong stripes and graphic patterns, and the ethnic influences...these are the key fashion trends for fall as shown in the spring Pret a Porter collections.

The European ready-to-wear from Paris, Italy and England was introduced to buyers in Paris in April, and these looks are now being interpreted in American rtw and accessories.

The T-Shape

For the soft, flowing look, lots of full skirts and wraps were shown, and vests were worn over full blouses. Along with the wrapped, soft look, one distinctive shape emerged: the T-shape or inverted triangle. Tunics, capes, ponchos over slim pants...dresses wide at the shoulder and tapering to slim skirts. When the skirt is slim, it is also slit. Tops go wide while bottoms go narrow and wide is worn over narrow in split-leveling layering.

Wrap It All Up!

In accessories, the byword was wrap it up! The European designers want everyone warm and covered this fall/winter as evidenced by their wrapping, layering and covering from literally head to toe. There were myriad scarves and head wraps, even face-mask head wraps; and boots of all heights, tucked into pants, with skirts over, and with socks above. The rule seemed to be: don't show any skin!

Skinny Legs and "Survival" Clothes

Kenzo did the legging pant, while most of the other pants shown were skinny, with narrow ankled leg showing beneath all the wide ponchos, capes, and short bulky coats.

The European designers also jumped into "survival" clothes. These were way-out futuristic feelings, very costumey. Here the European designers took a lead from American active sportswear and American astronauts. Jump suits, flight suits, warm-up suits, quilted looks and lots of hoods prevailed. Winter white was the big color. Again, lots of head wraps and covered legs.

Hang It, Don't Hold It

Bags were not carried — they were belted, slung around the head and neck, hanging on long straps — never just held. *There was lots of suede, in both bags and boots.*

The unmatched suit was prevalent in the classics, in the lines of Ives St. Laurent, Dior, Givenchy. Leather and corduroy were shown and ponchos and tunics were everywhere. Drawstring shirts and dresses were one new look — *the drawstring pouch bag a natural matchmaker.*

Little caps topped many heads — the English cap, rolled brims, snug cloches...the beret.

Red, White and Blue-Violet!

In colors, the bright, clear primaries captured the limelight. It was cheers for the big, bright red, white and blue; and a luminous blue-violet was a brilliant departure in blues. Stripes and graphics were in the forefront, especially with color on color, pattern on pattern. **Reversible** was a big word:

(continued on page 13)

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All Wrapped Up...

(continued from page 10)

stripes or plaids reversing to solids in capes and ponchos.

The Scottish tartans, American Indian and Russian ballet — along with the American astronaut — were the big ethnic inspirations. Cossack accessories — especially boots — were shown. But the Scottish looks were newest and brightest here — the colors were great.

What does all this mean for the American market — and accessories? What did the buyers think of the Pret a Porter collections?

Many felt there was nothing really new shown — that most of the fashions were only a rehash or update of last year's looks. Certainly this is true of the accessories. The only handbags shown were the Kenzo-type, worn dangling at all lengths from the neck, or on a belt. New last year to us, it's what Europe still touts. Although fun, it is such an impractical bag that it has never taken off in our market.

The only significant "new" look in bags shown was the drawstring pouch, and this has been an item in handbag collections in past years — its new popularity is because of the drawstring dresses.

Suede was very important in the Pret a Porter lines. It has already arrived here in our fall lines, and the reluctance on the part of many buyers to order suede is difficult to understand when you see the offerings, but the consumer has to be convinced that suede is practical.

In scarves too it is a continuation of the same — scarves are very important to fashion and are worn and wrapped every which way. New were fringed scarves.

The tunics and ponchos are headliners this fall/winter and we'll be seeing a lot of them here. This fashion appeal is to the junior and contemporary customers, many of whom have already bought them. This year the poncho will have more widespread appeal.

The clothes shown were too cluttered, too complicated — this was H&A's opinion and that of many of the buyers. There was so much layering, wrapping, covering up, and mixing of patterns that the clothes looked confused. The models often looked as if they were (a) going to a costume party or (b) in a contest to see who could wear the most and hang the most on the body!

As usual, it's a matter of taking some of the trends and feelings and translating them into simpler language for the real people in the everyday world.

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Regional Reports

CALIFORNIA

By Diana Ho

Los Angeles...Rix Rack, a southern California-based junior boutique, is ten stores strong and growing. President Rick Meyer and assistant, Accessories Buyer Janice Franco, take pride in the fact that a large portion of their original charge customers are still with them after almost thirteen years. Although originally geared for the 13-20 year old junior customer, a recent survey told them that their average shopper is actually between 25 and 30 years of age and often older.

They say many of their original customers who were 18 or so when they first opened charges have grown and now have daughters whom they bring along to the store. ''But we don't want to lose the mothers to gain the daughter,'' says Ms. Franco. Rix Rack's customer is becoming more mature and they have every intention of growing along with her.

The boutiques, located in shopping centers between Oxnard and Orange (a 125 mile span that Meyers covers piloting his own plane), are between 1600 and 2400 square feet in size. Mr. Meyer notes that a considerable amount of merchandise is sold right from displays, and advocates the professional touch for exterior windows. A team of three window dressers change the displays bi-weekly in accordance with a master color theme. The wood-paneled ''western antique'' interiors designed by Meyer provide an interesting

(continued on page 79)

MIDWEST

By Joni Johnson

Chicago . . . Take the second floor of a downtown office building—add racks and racks of sportswear and dresses, an extra room full of coats and raingear and save 350 sq. ft. for a striking accessories space, and what do you have? Shades of Robert Hall? Hardly! Chicago's interesting answer to discount shopping—Handmoor—well known among North Shore families as a coat manufacturing company seventy years ago and today a generation-gap-closer of high-fashion clothes and accessories. On any given day you will find mother and daughter going through merchandise that is European-oriented in design for the pleasure of owning a trend before it is mass-popularized.

(continued on page 81)

SOUTHEAST

By Carol Adams

Atlanta...Buyers, you're playing many roles and star in all of them! This theatrical analogy was the theme at the Atlanta Merchandise Mart Seminar in April. Featured Speaker, Dottie Fierst, a director with Academy Inns, Inc. drew on retail experience in merchandising and management with Rich's, Inc., Atlanta, and Gimbels to give buyers further insight into their starring roles.

(continued on page 84)

SOUTHWEST

By Pauline Neff

Dallas...Picture a shop which has its own vintage Rolls Royce to deliver a customer's purchases, or to pick up madame and bring her to the store to shop. When she arrives, she has her choice of wine or coffee while making her selections of fine clothing and accessories. If you guessed this shop to be the new Roberta di Camerino boutique at the Quadrangle in Dallas, you guessed right.

Joan Bayoud and her daughter Laura Hunt opened this impressive new 3000 square foot boutique before Christmas. Giuliana di Camerino, ''Roberta'' herself, visited it in February and hundreds of Dallasites turned out to meet her.

(continued on page 85)

FOLKLORICA

Scarfs

Shawls

Knits

Vests

Tunics

Turbans

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THE DESIGNERS

If anyone has a taste for beautiful and unique fabrics, and a special flair for transforming them into handbags, it's **Poornima**, a lovely accessories designer from India. Poornima's new line features scrumptious nubby Haitian cotton — like upholstery fabric, in subtle tweeds and lively prints. Her shapes are chic, from trapezoids with bamboo handles to the longest slim envelopes. Watch for a new holiday collection which is going to be smashing — we saw just a few of them in striped satins — glittery in blacks, golds, deep greens and reds.

Poornima's trademark — or at least a motif on some of her designs — is a whimsical "loony" bird, as she calls him. (The kind that hail from India, but he looks to me like our roadrunner). Whatever, Poornima's designs are fun — they have a sense of humor as well as a sense of beauty! See this collection at Omega Fashions, 330 Fifth.

Annie of California's new batik bags and her fringed saddle bag are as western as covered wagons and swinging saloon doors. Her batik bags in large roomy shapes feel like Grandma's quilt. The colors are as rich and deep as old stained glass. The fringed saddle bag, in a nubby Indian blanket fabric, sports dramatic geometric designs. Go west to This n' That, 390 Fifth Ave.

In Reno and Las Vegas, slot machines are as ubiquitous as neon lights and lost shirts. The temptation of that unique device with its alluring arm and enticing windows is universally known. **Phase II** is gambling on that appeal with its unique pierced earring display that is—what else—a slot machine. Against a background of oranges, cherries, bells and jackpot, a different style of earring appears in each of the four windows when the customer pulls the handle. The unit holds 28 dozen earrings in 28 different styles. Who can resist? Also at This n' That.

Another talented bag designer, **Shirl Miller**, has captured some beautiful alligators for fall — but not a single gator was killed. The "gators" bags are in handcrafted manmades that closely simulate alligator — in lovely fashion shades for fall such as wine and grey. A new look on the market, these cost from $10-28. Shirl also has a yummy corduroy group trimmed in tortoise, some with enormous plastic zippers — great look! 15 East 32nd.

STUDIO NULL
ALL AT MAGDA K'S
15W 37TH NYC
POETRY BY JEAN BETANCOURT
KUNI

At **Mickey Lyons**, the words from an old pop song — "Please share my umbrella," are given quite a liberal interpretation. Raincoats, umbrellas, rainhats, rain ponchos, boating jackets and barrel bags form colorful ensembles, sharing common stripes, prints and designs.

Raincoats, in soft slick cire make fickle spring weather easier to deal with. Pliant enough to fold into a small pouch, they open like a morning glory into two smashing styles: an artist's smock with yoke neck and a long sashed coat with hood. Both coats are teamed with matching cire umbrellas.

Coordinations are eye-catching — linings of umbrellas match linings of coat hoods and ponchos; stripes on sleeves of boating jackets match umbrellas and wide-brimmed rainhats; reversible ponchos accompany both solids and prints in umbrellas.

Raingear at Mickey Lyons is as fresh and colorful as a rainbow. Share their umbrellas at 64 W 36th Street.

mickey lyons raingear
rainwear/accessories
64 W. 36 St.
N.Y., N.Y.
695-2555

Crawford Watches new line of bicentennial timepieces are as fun and funky as American breakfast cereals and personalized T-shirts. One can almost hear the strains of a Sousa march behind their bright bold faces.

The four designs include two mens' watches: a large round face with tiny red and blue stone stars surrounding the oversized numerals — 76; a shiny gold-faced piece that looks like an American doubloon with the profile of Liberty the commanding focal point. The two womens' watches are both pendants: a flag encased in clear plastic that follows the contours of the flag. A small circle of white stars in the upper left-hand corner of the flag is the actual timepiece: an enormous round watch fob that looks like it may have slipped from Ben Franklin's pocket. At Joe Daffner, 417 Fifth.

Cathy and Marsha, for
Catherine Stein
Contemporary Accessories
417 Fifth Avenue NY 10016 212-889-6721

MOTHER NATURE
Natural Jewelry by
Dianna B. Suratt
587 Dutch Valley Rd N.E.
Atlanta Georgia 30324
(404) 876-5953
Showroom: Atlanta Mdse Mart

Carmen Sugermen has designed some interesting new fabric bags for Victoria, most notably elasticized cotton webbing — a stretch fabric that looks good in the top zipper envelope shape with a brand new treatment — long shoulder version of the wrist loop. These may be monogrammed, if the store wishes to purchase a monogramming machine.

Carmen also has a group of luscious leathers with duck trim — the leather is glove soft and supple in wonderful fall colors, best of all "chili." A third group in menswear pinstripes is still another highlight of a very creative fall line. At 350 5th Avenue.

375 Fifth Avenue, NYC
TED ROWAN
Showroom Interiors
Designed
or Updated
By Appointment
212-799-5755 -532-8190

(continued)

DESIGNERS & REPS . . .

(continued)

For **Carl Ferrara**, it all started with a kiss—a sterling silver kiss that is. Today, three years later, Carl Ferrara is designing and manufacturing a variety of unique sterling silver amulets on silver chains.

"When you make a person laugh, you make a sale," says Carl. No one can resist smiling at the little sterling jackets, clothespins, sneakers and jeans in the "Clean Threads" collection. His "American Inventions" collection includes an apple pie, a hot dog (with mustard), a baseball, a Coke bottle, a Chevrolet and a Hershey bar.

"We move with the times," says Carl. The energy crisis inspired his bicycle and Volkswagon pendants and the spiritual revolution, his seagull. Designing at least ten to twelve new pieces each month, Carl's latest is a tiny sundial with pointer that actually does tell time.

All pieces retail at $15 and up. See them at 417 Fifth Ave., Room 1018 and be prepared to smile.

Designing is a cooperative effort at **Hilf Bags**, Dorothy and Hyman Hilf pool their ideas and experience in creating lines for the contemporary customer. The Hilf line for fall, including both leather and man-made, is illustrative of the quality of the Hilfs' experience and the originality of their designs.

A lovely new treatment of suede makes its debut this fall. The leather is

Stephan Adrian, Limited

Richard Palan

RAINDROP Accessories

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New York (212) 725-4880

ETC. ACCESSORIES HANDBAGS SUNGLASSES

this n' that

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GERRY ARCHER

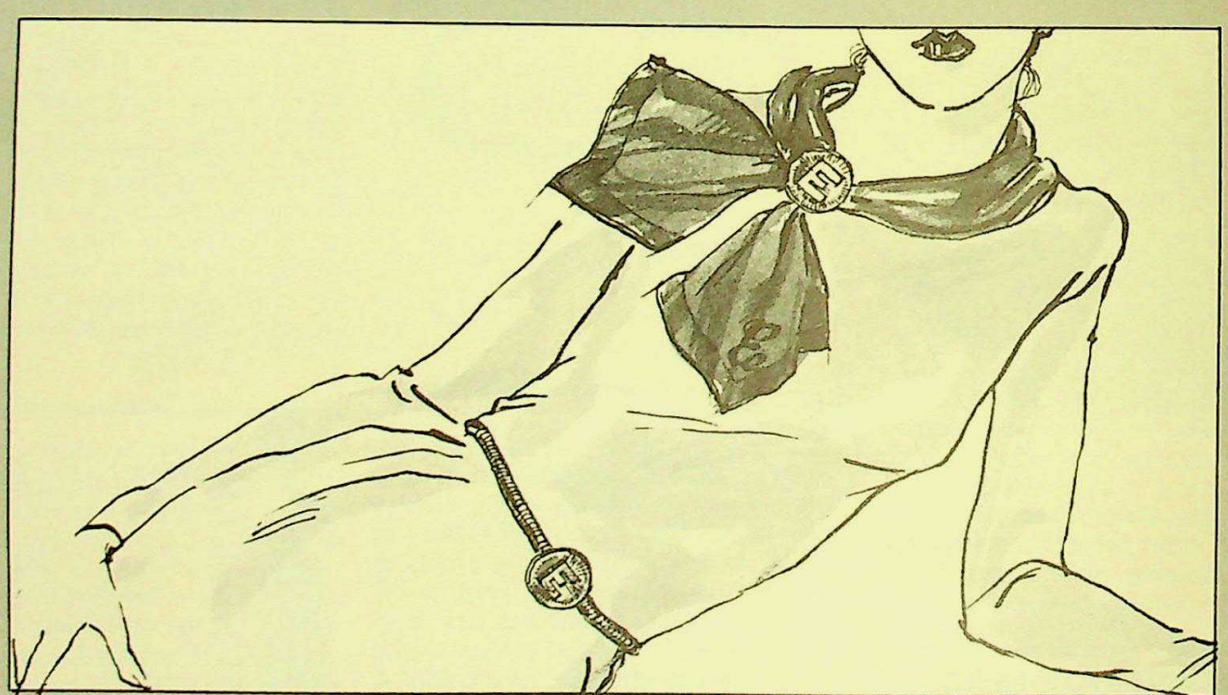
DISTINCTIVE ACCESSORY LINES

HATS
HANDBAGS
NECKWEAR
JEWELRY

347 Fifth Ave. NY (212) 689-6730

(continued on page 20)

Accessory Street GETS PERSONAL ...

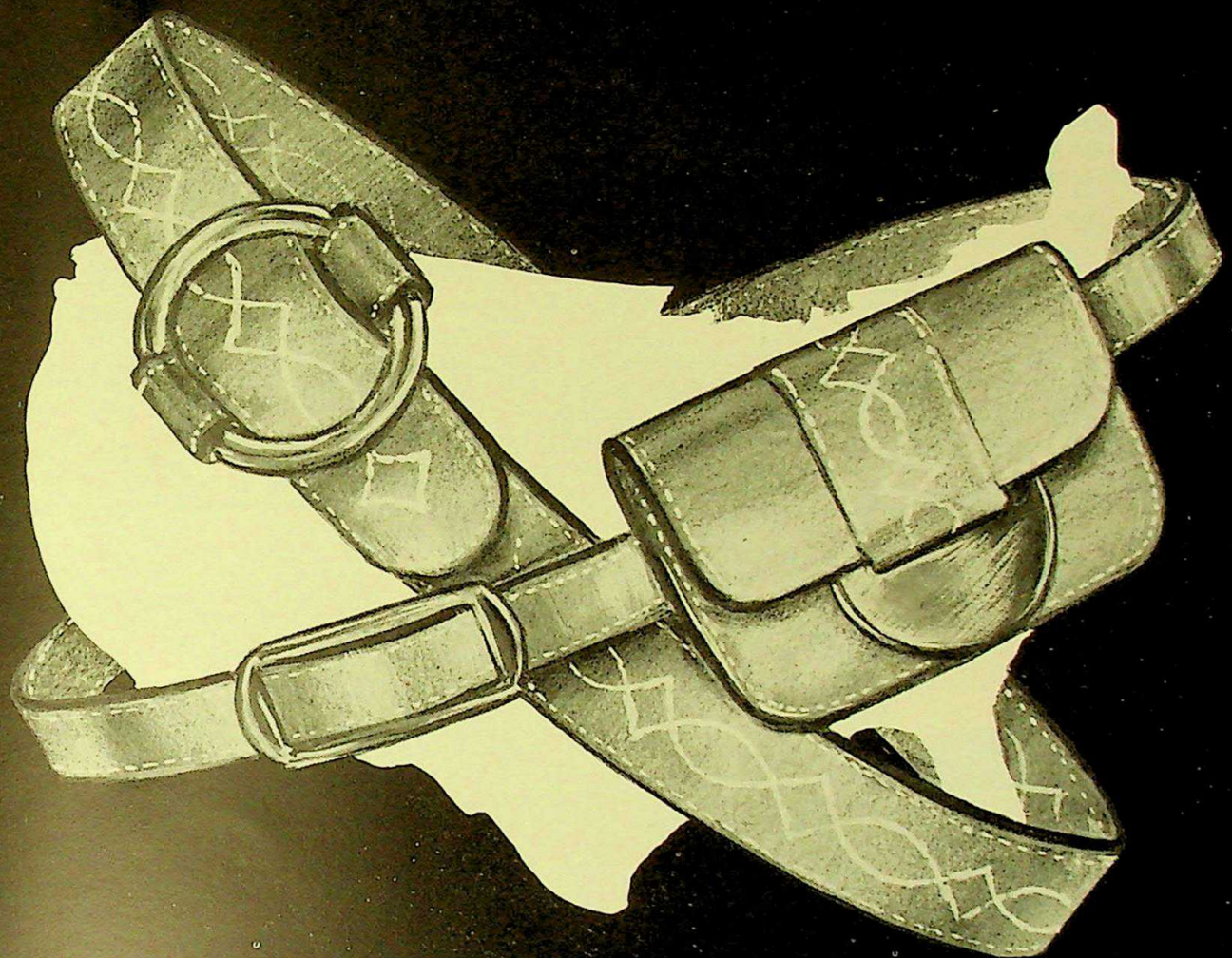


with INITIALED SCARFS, SCARF CLIPS and BELTS

& Accessory Designs By:

LEO NARDUCCI and WILLIS HILL For JEWELRY CONCEPTS 396 Fifth Ave. 212-736-8686

ACCESSORIES by PEARL
really "GET-AROUND" with
BELTS



PEARL

ACCESSORIES by PEARL

330 FIFTH AVENUE ■ NEW YORK, N.Y. 10001

(212) 594-5580

DESIGNERS & REPS . . .

(continued from page 18)

Total Accessories inc.
Suite 7-L-3 Atlanta Mart 404-523-4418
C326 Charlotte Mart - 2D7 Miami Mart
Stan Wadler - Ellie Wolf - Dan Wolf

sculpted into a pattern of raised diamond points that are irresistible to the touch and appealing to the eye. Sculpted suede is effectively combined, tone-on-tone, with leather trim in a variety of shapes from clutches to body bags. Fall beauties—see them at 14 East 32nd Street.

Jaleh and Joseph share two partnerships—as a husband and wife team, they design a scarf collection for Ben Goodman & Son.

Collectables
Leeander
Earth Gems
Maurice Tannenbaum
Christina NYC
Don Thomas, Ltd.
Prize Possessions
An Accessories Potpourri
By Anne Roth
392 5th Ave, NYC 212-279-2380

Brass & Sterling Silver Jewelry
trifoha
DESIGNS LTD.
366 5th Ave NYC 10001 212-564-4125

insists that in addition to being imaginative, the designs should above all be saleable.

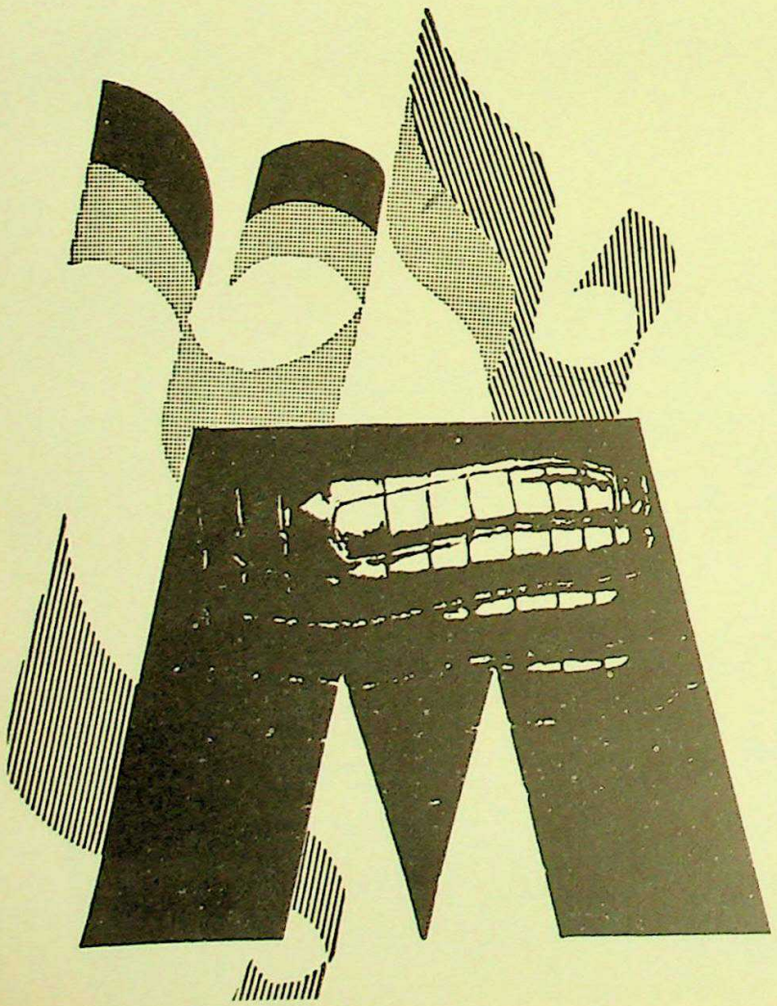
Their inspiration comes from many sources: architecture, the costumes of a French peasant or a Portuguese fisherman or a Morrocan caftan.

Their line is as varied as their journeys and as fresh as their enthusiasm. See it at Ben Goodman & Son, 15 West 37th St.

FASHION ITEMS presents
The APHRODITE COLLECTION
Fashion Accessories Separates, Jewelry
by LEE MENICHETTI 417 5th NY

Jaleh, young and vivacious, with a European background in art, paints designs that are youthful, refreshing and creative. Joseph, who grew up in the scarf industry and was trained at FIT is the realist in the family. He

JALEH AND JOSEPH UNIQUE DESIGNS
ACCESSORIES and SCARVES
Ben Goodman & Son, Inc.
15 W. 37th St. NY 212-947-3667



International Leather Goods Fair Offenbach (Main)

August 28 - September 1, 1976

The world's largest show window of Leather Goods and travel items with 470 manufacturers from 10 countries exhibiting . . . handbags, shopping bags, briefcases, attache cases, portfolios, suitcases, trunks, wallets, purses, manicure sets, cosmetic kits, jewelry boxes, fancy goods, belts, gloves, umbrellas . . . and machines and tools for the leather processing and manufacturing industry.

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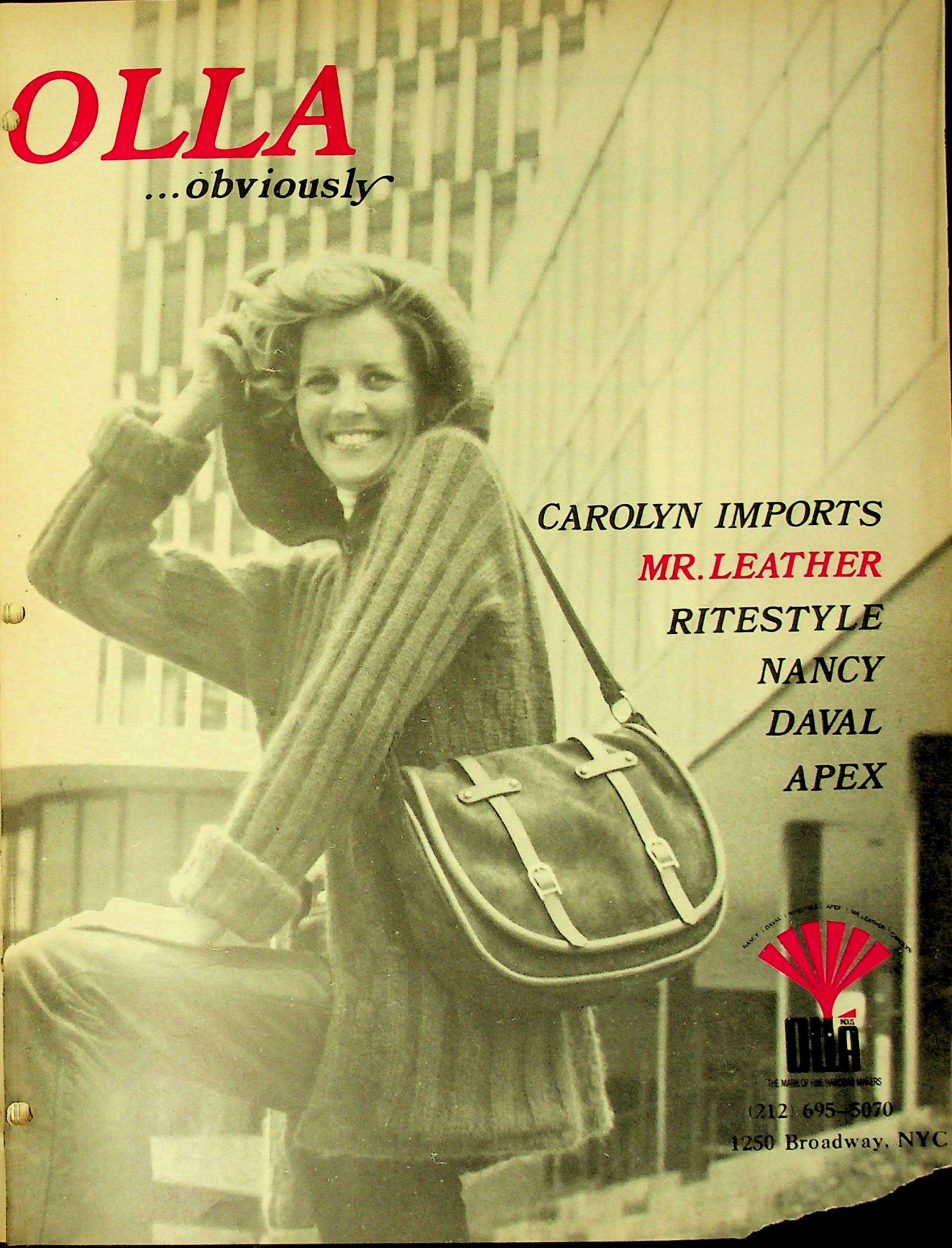
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141 triunfo canyon road / thousand oaks, ca 91360 / (805) 495-8401 / (213) 889-9593

Some of our compassionate lawmakers have been trying to put through legislation that would discourage the use of the steel leg trap in the trapping of small fur-bearing animals.

Recently Congress shelved the bill, stating that "The House sub-committee considering the measure (H.R. 66) had more pressing issues on its agenda." No further action is scheduled on the bill at present.

All of which means that because of "more pressing matters" thousands of innocent and beautiful wild animals throughout our country will continue to die slow, painful deaths in steel leg traps. It was a "victory" for the fur industry. What a shabby victory...

The leg trap is slow torture for the animal. The trapper is not able to check his traps often enough, and consequently the animals die slowly, many of them chewing off their legs in painful desperation.

The humane bill in question, to discourage the leg trap, which is supported by more than 100 members of the House and many concerned Americans, is aimed at discouraging trapping devices needlessly cruel to the animals, *not at halting trapping or at putting the fur industry out of business.*

Yet the spokesmen for the fur industry who killed the bill for the year would have you think this. They argued irrationally about how many jobs depend on the furs, etc. The point missed completely is that there *are* alternative, less painful ways of killing the animals. Jobs are not dependent on *how* the animals are killed, but on having the furs to trade upon.

If the way I earned my living caused pain and suffering to any living creature, I'd change my profession in a minute. What is beyond comprehension is how these people who deal in furs can live with themselves. Is it naive to hope to find a spark of human kindness in them?

Maybe if we make this one small step toward humane treatment in the harvesting (what an awful word) of wild animals, it will one day help other animals that are still being slaughtered in barbaric ways — the baby seals of Canada, the wolves of our northlands, the few whales that remain in our oceans, the beautiful wild cats of Africa — to name just a few.

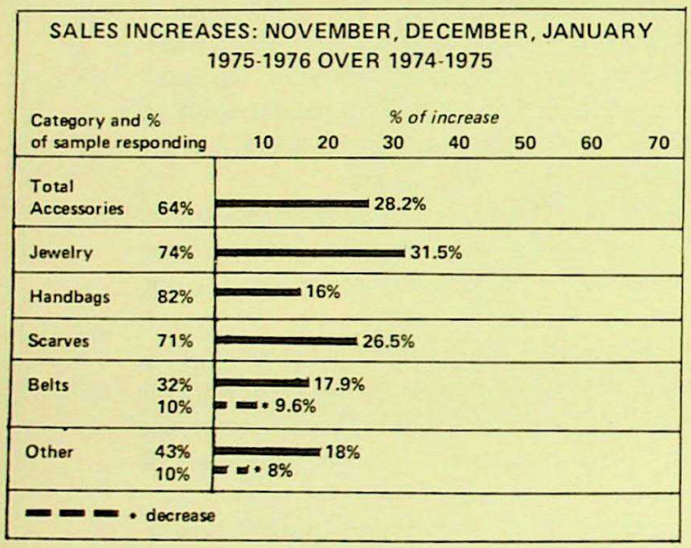
My appeal is to the people in our industry — the designers, manufacturers, retailers, *anyone* who is involved in the fur business. Refuse to trade in furs until this bill is passed. Let your Congressmen know that *you* support the bill. You'll be helping put an end to needless suffering that is being inflicted on the innocent living beings of our world who can't speak for themselves.

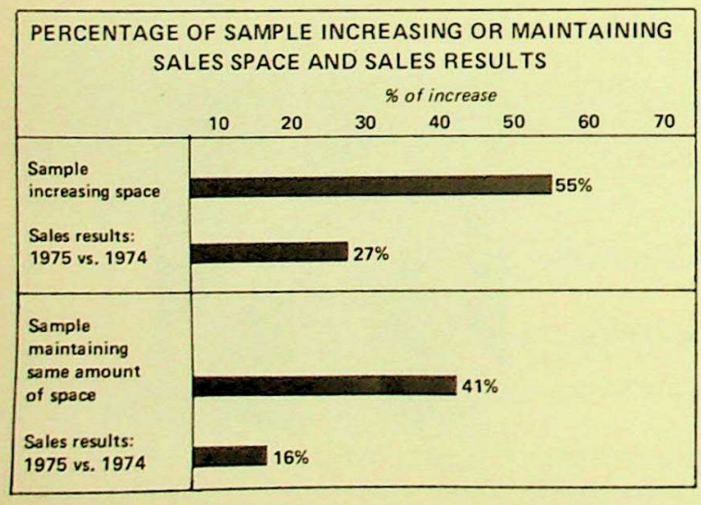
If you want to help, contact the Fund for Animals, 140 West 47 Street, N.Y.C.

Renee Brown

National Survey of Retailers:

THE ACCESSORIES




PERCENTAGE OF SAMPLE INCREASING OR MAINTAINING SALES SPACE AND SALES RESULTS
% of increase
10 20 30 40 50 60 70
Sample increasing space
55%
Sales results: 1975 vs. 1974
27%
Sample maintaining same amount of space
41%
Sales results: 1975 vs. 1974
16%

A recent H & A national survey of department and specialty stores has confirmed the success story of accessories, revealing that all types of stores, in all areas of the country, have enjoyed strong accessories sales increases over the past three years.

Of the stores responding, 79 percent showed an increase in 1976-1975 sales over 1975-1974. (All figures are based on a three-month period: November, December and January.) Only six percent of the respondents noted no change or a decrease in accessories sales. (Fifteen percent did not respond to the question or did not indicate percentages.)

Increased Space = Increases Sales?

The fundamental intent of the survey was to discover what happened when accessories space was increased—was there a corresponding increase in sales?

Slightly more than half, or 55 percent of the stores sampled, had increased their space for fashion accessories in 1975-1976, while 41 percent had not changed space allotments. (Four percent did not respond.) No one had decreased space.

Increased space paid off—an average 27 percent sales increase was realized by the group that had increased accessories space, as compared to a 16 percent average increase in sales for those who had not.

It is apparent that accessories sales have increased regardless of whether or not stores have taken any specific action to encourage them. However, those who took full advantage of the upward trend in accessories by increasing their sales space reaped the benefit of even higher sales. The average increase of 27 percent was over 10 percent higher than the normal increase.

There's More to the Story than Space

Increased space alone, however, is hardly the sine qua non of successful accessories merchandising. At least up until now, most stores have paid only perfunctory attention to accessories, devoting their energies to other departments. Little is spent on accessories promotion and display in comparison to rtw. The space allotted must be used creatively and efficiently with effective display fixtures, window and mannequin displays.

Location also is vitally important. Are accessories strate-

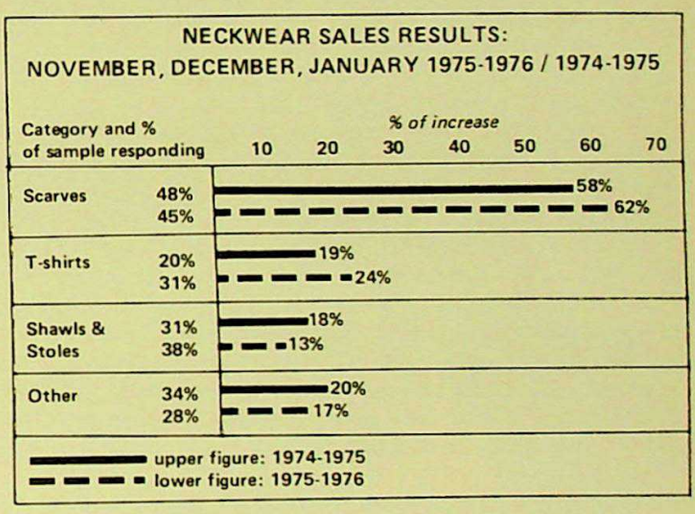
BOOM CONTINUES

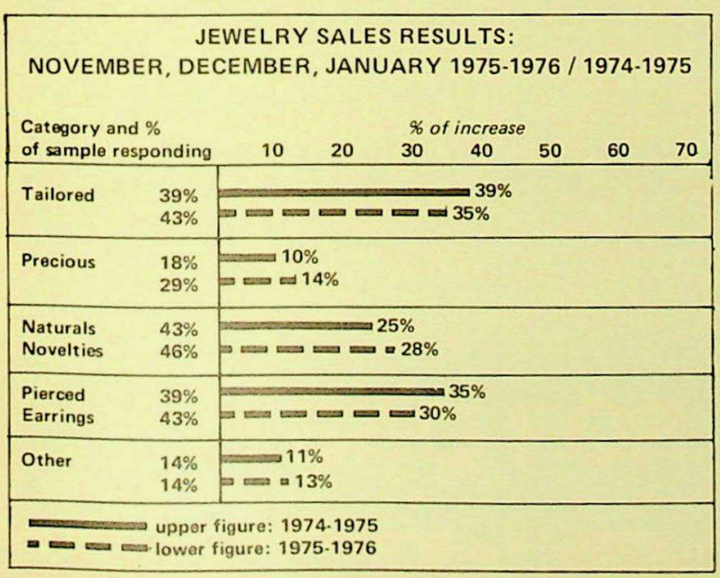
gically placed near separates and sportswear? Can a customer easily pick up a scarf or belt to complete a look? Keeping in mind the strong impulse value of accessories, is merchandise located in a heavy traffic area or near check-outs and registers? All of these factors, in addition to space, are important keys to effective accessories merchandising.

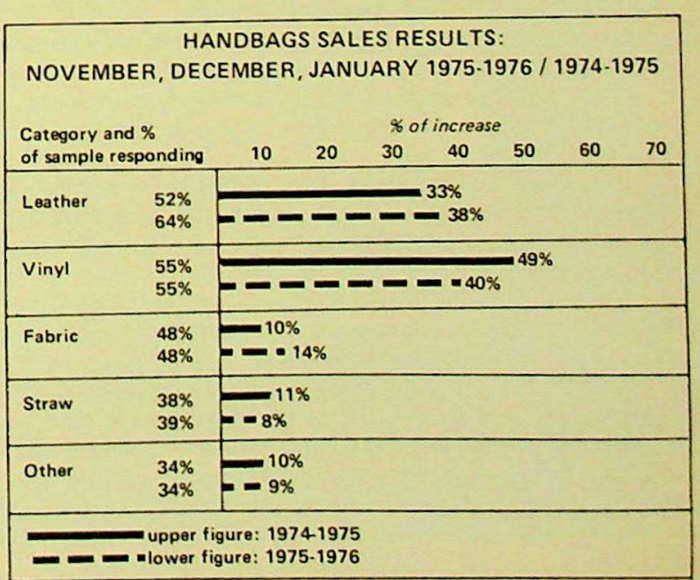
Jewelry—Number One

The category enjoying the greatest sales increase over the periods covered was jewelry, at a 31.5 percent increase. Several underlying factors are important considerations here. The time spans analyzed were Christmas seasons and jewelry is traditionally an important gift item. Two individual items—the "little nothing" necklace and the moodstone approached fad proportions during these periods and exerted a significant influence on jewelry sales.

In terms of specific classifications within the jewelry category, naturals and novelties experienced a 3 percent increase over last year (1974-1975). The small percentage of respondents who reported sales figures for precious jewelry recorded an average 3 percent increase in sales. Tailored


NECKWEAR SALES RESULTS:
NOVEMBER, DECEMBER, JANUARY 1975-1976 / 1974-1975
Category and % of sample responding
% of increase
10 20 30 40 50 60 70
Scarves 48% 45% 58% 62%
T-shirts 20% 31% 19% 24%
Shawls & Stoles 31% 38% 18% 13%
Other 34% 28% 20% 17%
upper figure: 1974-1975
lower figure: 1975-1976


JEWELRY SALES RESULTS:
NOVEMBER, DECEMBER, JANUARY 1975-1976 / 1974-1975
Category and % of sample responding
% of increase
10 20 30 40 50 60 70
Tailored 39% 43% 39% 35%
Precious 18% 29% 10% 14%
Naturals Novelties 43% 46% 25% 28%
Pierced Earrings 39% 43% 35% 30%
Other 14% 14% 11% 13%
upper figure: 1974-1975
lower figure: 1975-1976


HANDBAGS SALES RESULTS:
NOVEMBER, DECEMBER, JANUARY 1975-1976 / 1974-1975
Category and % of sample responding
% of increase
10 20 30 40 50 60 70
Leather 52% 64% 33% 38%
Vinyl 55% 55% 49% 40%
Fabric 48% 48% 10% 14%
Straw 38% 39% 11% 8%
Other 34% 34% 10% 9%
upper figure: 1974-1975
lower figure: 1975-1976

(continu

(continued)

jewelry was 4 percent lower this year and pierced earrings suffered a similar fate—a drop of 5 percent.

Iceberg Effect?

Sales increases in naturals and precious jewelry may be the observable outcome of the latent, though pervasive yearning on the part of the American consumer for something real, genuine and lasting—values that are intrinsically a part of that mode of thinking so aptly termed the "blue jeans philosophy."

Indications are, however, that "the times are a-changing." Today's consumer is less concerned with the authenticity of an item; instead she is interested in that item's ability to take its place gracefully in a total look. The look becomes more important than one, singular item—the whole more significant than any of its parts.

As this transition becomes more entrenched, the importance of tailored jewelry may show a concomitant increase. Its clean simple lines are adaptable and versatile and blend nonobtrusively into a total concept. Naturals have established themselves as a viable category and will undoubtedly continue to be significant; however, they may fade from their prepossessing position.

Pierced earrings, in spite of vigorous promotional efforts, have apparently passed their zenith. Promotions (ear-piercing clinics) have also declined with pierced earring sales. Market saturation is most likely the reason; pierced earrings have enjoyed such tremendous popularity the past few years that it is inevitable that the fickle eye of the public turns to other areas. In the jewelry category, necklaces of all lengths and descriptions, worn together and singularly, have taken the spotlight from pierced earrings.

Scarves—Important Contenders

Scarves showed the second largest increase at 26.5 percent. This is a surprise to many who thought scarves had shown the greatest recent gains. One reason may be the time periods analyzed—jewelry is even more important as gift items, while promotional efforts for scarves have been tremendous this past spring. Scarf sales have been booming—an increase directly proportional to the scarf's newly acclaimed versatility. Like a talented performer who can dance, sing and act, the scarf this season plays myriad roles. It's a headwrap, a halter, a fannywrap, a sash and even a bracelet; those squares, oblongs and crescents of fabric can encircle almost every part of the body.

Therefore, the actual sales potential for scarves is far from realization. As women comprehend the versatility of this item and become more proficient in adapting it to various looks, scarf sales are bound to increase.

T-Shirts, Shawls and Stoles

Within the neckwear category, T-shirts increased 5 percent from last year. Like scarves, T-shirts have enjoyed the benefits of enormous promotional efforts and, in many instances, have risen from countertop jumbles to lords of their own tiny boutiques.

T-shirts have undergone as many decorative treatments as a New York subway car—they've been monogrammed, embroidered, painted and patched; necks have been scooped, squared, scalloped and bateaued; sleeves are long, short, three-quarter and, in many cases, non-existent. The T-shirt will undoubtedly continue to reign through this summer and will probably continue to be significant this fall.

Shawls and stoles showed a decrease of 5 percent as compared to last year's sales. These items may merely be late bloomers, especially since the shawl has become an important character in the wrap story which hit the stands this spring. New treatments of shawls as bodywraps (the slinky, for example), may exert considerable influence on shawl sales this spring.

Changes Forthcoming In Handbags?

Handbags are third in line in terms of sales increases at 16 percent. Sales of leather handbags jumped 5 percent over those a year ago, while vinyls decreased 9 percent.

The question here is what effect the substantial increase in leather prices will have on these figures. Will this exert a negative influence on leather sales this fall? Will the consumer be amenable to the new smaller proportions of leather bags or will she continue her preference for the large unconstructed bag—now available almost exclusively in vinyl and polyurethane?

Sales of fabric bags for the periods analyzed were up 4 percent, which might be related to the great interest in monogramming treatments. Fabric bags are also becoming more important as a year-round category. Canvas especially is slipping out of its tote togs into dressier, more sophisticated looks, in both fall and summer colors.

Straws were down 2 percent and although certainly an important category, this may be a subtle presentiment that straws have passed their peak.

It's In The Stars

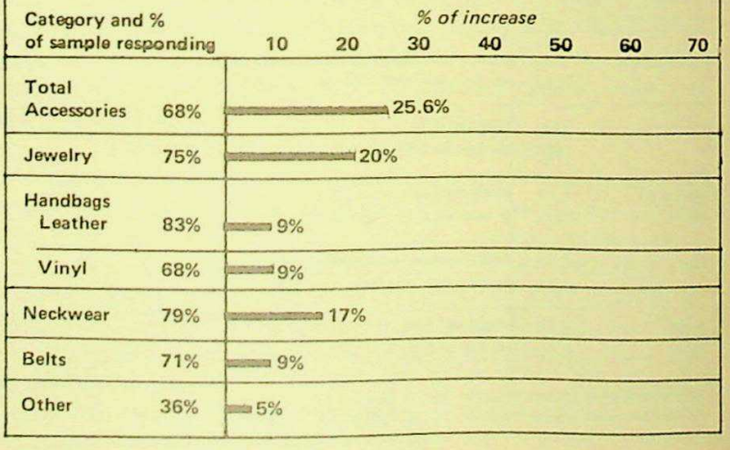
As for the spring/summer season this year as compared to last, accessories merchandisers predict that all categories will increase. The general estimate (68 percent) was that sales of accessories as a total merchandise category will climb 25.6 percent this year. Respondents anticipated that jewelry (at 20 percent) and neckwear (at 17 percent) will show the greatest increases. Leather and vinyl handbags and belts are all expected to increase approximately 9 percent.

Predictions are always tenuous but in this case there is a certain indication of validity. Both jewelry *and* scarves are expected to be high sales categories. In the past, jewelry and scarves were mutually exclusive, in that the success of one usually denoted the demise of the other.

With today's interest in a *total* look, jewelry and scarves are increasingly worn together. The foundation may have been established with the layered look where the contemporary woman has learned to balance rtw and accessories and blend contrasting fabrics and prints.

Most importantly, she has gained a confidence in putting a look together for herself. Her willingness to experiment has obviated dogma in fashion and encouraged a new attitude toward accessories. No longer are accessories afterthoughts or whimsical, arbitrary purchases. They are purchased with deliberation and careful planning by a woman conscious of detail and aware of the power of accessories to complete or alter a look. Accessories are, in fact, outgrowing their verbal definition and becoming principals.

SALES PREDICTIONS:
SPRING/SUMMER 1976 OVER 1975



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HANG IT ALL!

Hang it all...hang everything...sterling, T-shirts, jeans, clothespins; your grandmother's brooch, your grandfather's watch, zodiac symbols, mushrooms, and chocolate kisses. The list is without end—chains and cords this fall have become virtual clotheslines on which to air almost anything!

There's a breeze of gay insouciance, of fun and frivolity, of a "hang it all" attitude toward jewelry as a sacrosanct treasure to be cloistered in velvet.

These necklaces fit into life—to be worn with bathing suits or crepe de chine shirts, with cut-off jeans or cashmere sweaters, to be worn camping or dining, grocery shopping or cocktail sipping. Whether the chain is plain, adorned with a seashell or an emerald, whether the cord carries a wooden bead or a diamond—necklaces this fall are to be worn.

Second Generation Naturals

Certain naturals, specifically the sensations of the last few seasons (heishi and puka shells, for example), are finally fading from the picture. But the stage has been set for naturals in a broad sense, creating a receptive audience for the *real* in any form—from diamonds to sandstone, from 14-karat gold to brass, from coral to clay.

The second generation naturals are more diffused than their forebears. They have permeated all categories, instilling a desire and respect for all that is genuine.

One area in which this is evident is tailored jewelry. Its clean simple lines are now complemented by genuine stones, such as jade, malachite, white and gray agates, coral, tiger's eye, carnelian, amethyst and sodalite. Necklaces of stones or a single gem in a contemporary setting are two strong styles.

Real metals are also on the upsurge. Sterling silver, brass, copper, pewter, gold vermeil and 14-karat gold are all in the fall line-up. White metals remain dominant but there is some revival in yellows, especially when teamed with white.

Wood is a prolific offspring of the second generation naturals, in the form of beads, inlay and various manipulations in myriad colors. Clay beads, ivory and glass are its blood brothers and command their share of attention this fall.

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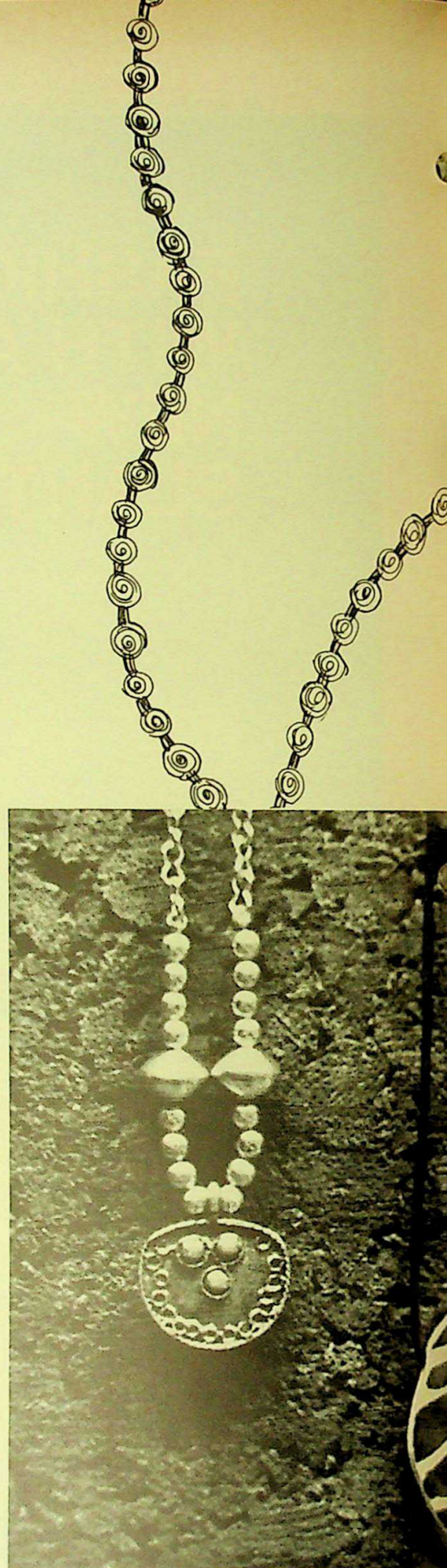
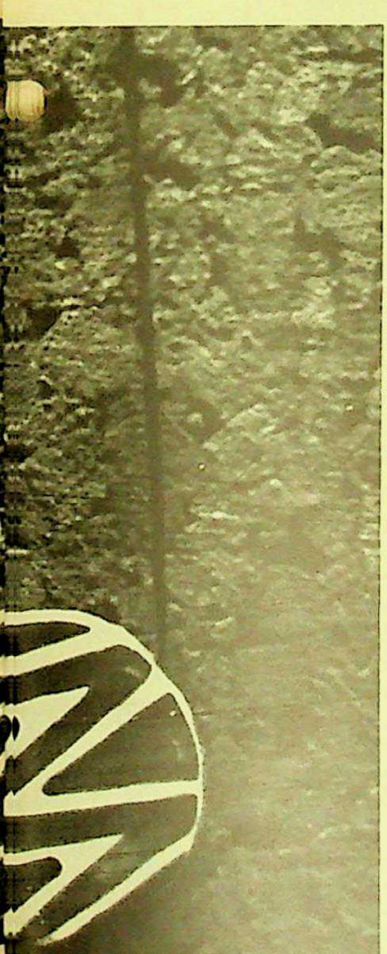
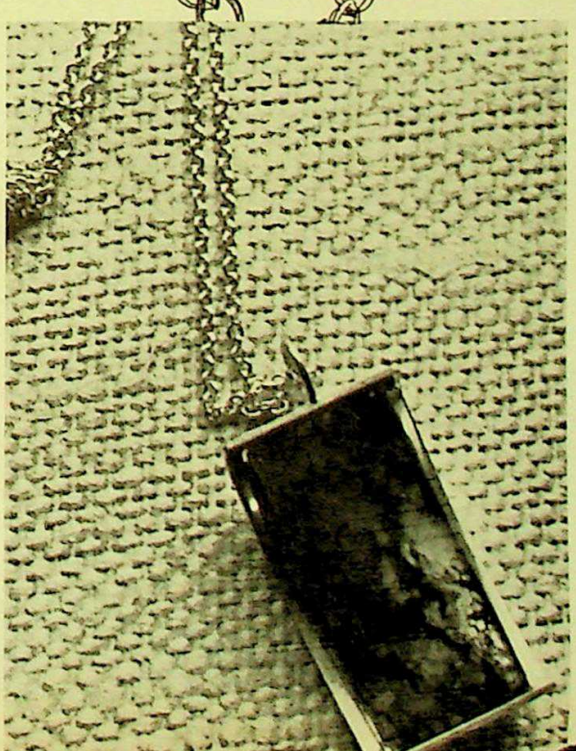


Ethnic miscellanea. Left—Base metal wears an interesting countenance in this circular pendant. In copper, yellow and white or combinations of the three. At Glenn Mitchell, 389 Fifth Ave. Right—bakery bonanza. Glazed ceramic piece in brown and white looks like a ginger cookie topped with melted sugar. In dozens of colors. At Originals by Susan at Alart, 389 Fifth Ave.

Butterflies are flitting from silver chains this fall, above. The leaf is delicately carved from carnelian and beautifully manipulated with sterling silver and carnelian beads. Hand-carved from rock crystal, the butterfly is delightfully ethereal as it flutters from a sterling chain, manipulated with moonstone and gold-filled tubes. At Zentall, 389 Fifth Ave.





The deep rich mystery of moss agate and the clean clear lines of its sterling setting, right, are a dynamic study in contrasts. A fall hang-up from Marius Hansen. At Zentall, 389 Fifth Ave.

(continued)

Hang It All! *(continued)*

Wear It On A Chain!

Whatever it is, it can hang out on a chain. Chains this fall range from the dainty nothings to bold outspoken designs, frequently accented with color.

Popular lengths for nothing chains continue to be 15, 18 and 24 inches. The important news for the nothings is their new status as elements of personal expression.

Nothings have become the Paul Revere's of jewelry lines, carrying messages in myriad forms like coke bottles, sneakers, automobiles, bicycles and T-shirts. Frequently the message is made more piquant by the combination of a number of pieces on one chain, introducing a very natural successor to a past fashion rage—the charm bracelet. Charms chosen for combinations are often amulets. Scarabs, hearts, stars, initials, zodiacs, religious symbols and those for good luck, fists, horns and chains, all tell a special or "personal" story.

Bolder looks in necklaces are also a current evolvement. The more pronounced looks are achieved through styling, size of design and color.

Omnifarious Ethnics

New neckpieces with an ethnic flavor are as diverse as the countries that inspired them. Some feature metals, copper, gold and silver, alone and in combinations. Others use lively patterned material in vibrant colors. Still others create excitement with beads that come from places as far-flung as Afghanistan, Guatemala and Ethiopia.

Put Them Together!

Concomitant with this freer attitude toward jewelry is the wearing of several chains of varying lengths and weights, with and without color accents. A choker is often worn inside an open shirt with longer pieces, 24 and 36 inches, worn outside. The look is layered and depends on balanced coordination for its success.

The wearing of multiple chains is one of the indications of a greater consumer awareness of accessories. Today's woman has greater confidence in her ability to compose an individual fashion statement.

Cords: Chains' Chief Contenders

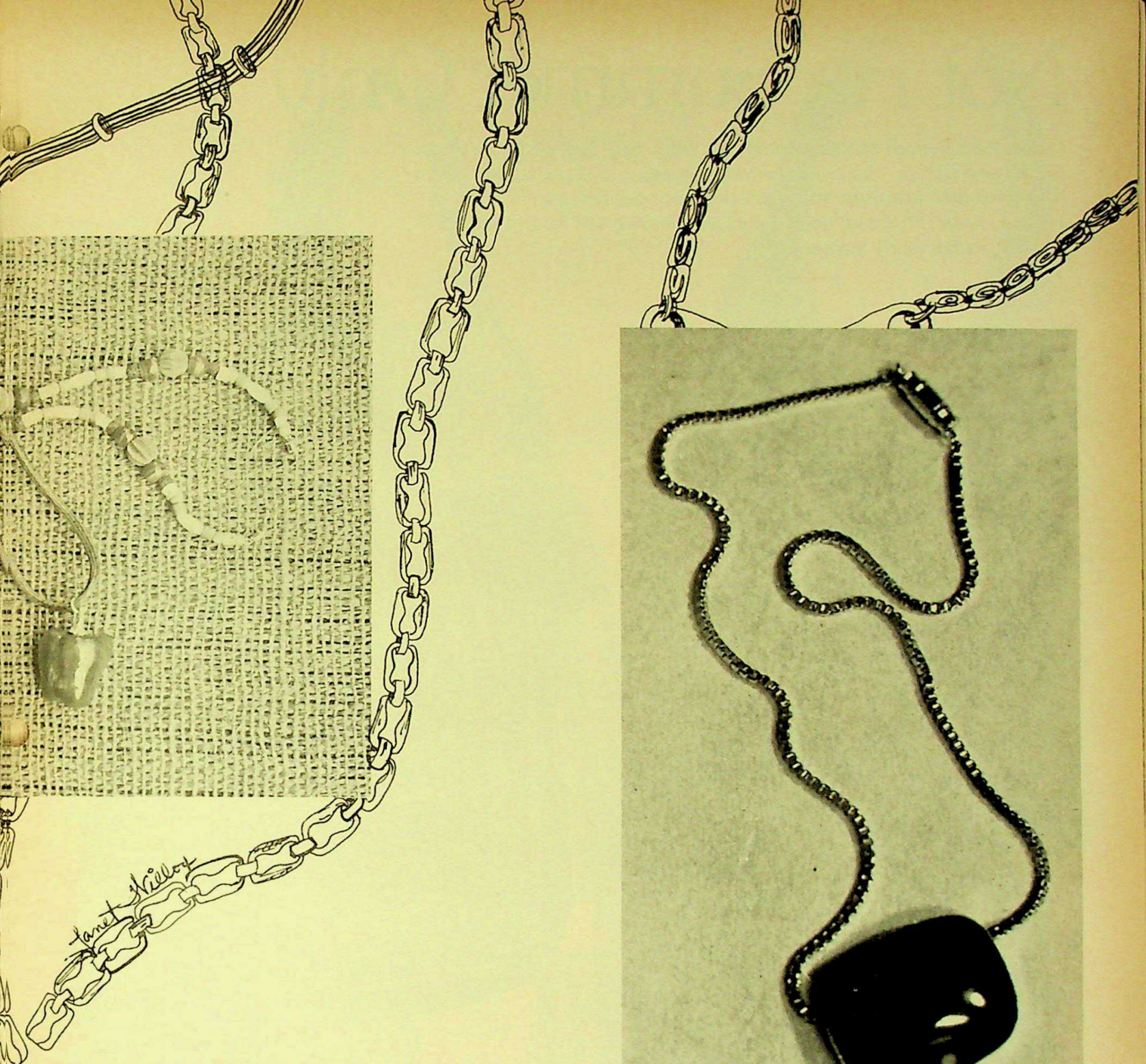
Hangouts are largely a matter of personal preference. But the common consensus in fall jewelry is that what can hang out on a chain can readily hang out on a cord. The second generation naturals, in fact, all the around-the-neck designs, are as favorably disposed to cord as 50's teenagers were to corner drugstores.

Black wax cord and satin soutache in a variety of colors are the undisputed favorites. The use of suede and goatskin is far too rustic for today's interest in a more tailored jewelry.

Hang-Ups For Sale

You may be overwhelmed with hang-ups this fall. But with the variety and uniqueness of the new neckpieces, these hang-ups are easily rid of. Put them on or in your jewelry counters this fall and watch them go!

Treasures from two gardens, above the earth and the sea are gathered fo hang-ups. Right—brown and creme colors in the shell are enhanced by carmel-colored glass, tiny burnished seeds and marbled buffalo horn. At Mother Nature, House of Accessories, 347 Fifth. A gleaming dark green pepper in porcelain, hung on a silky stem of green cord. By Sandra Pailet, 25 West 38th St.

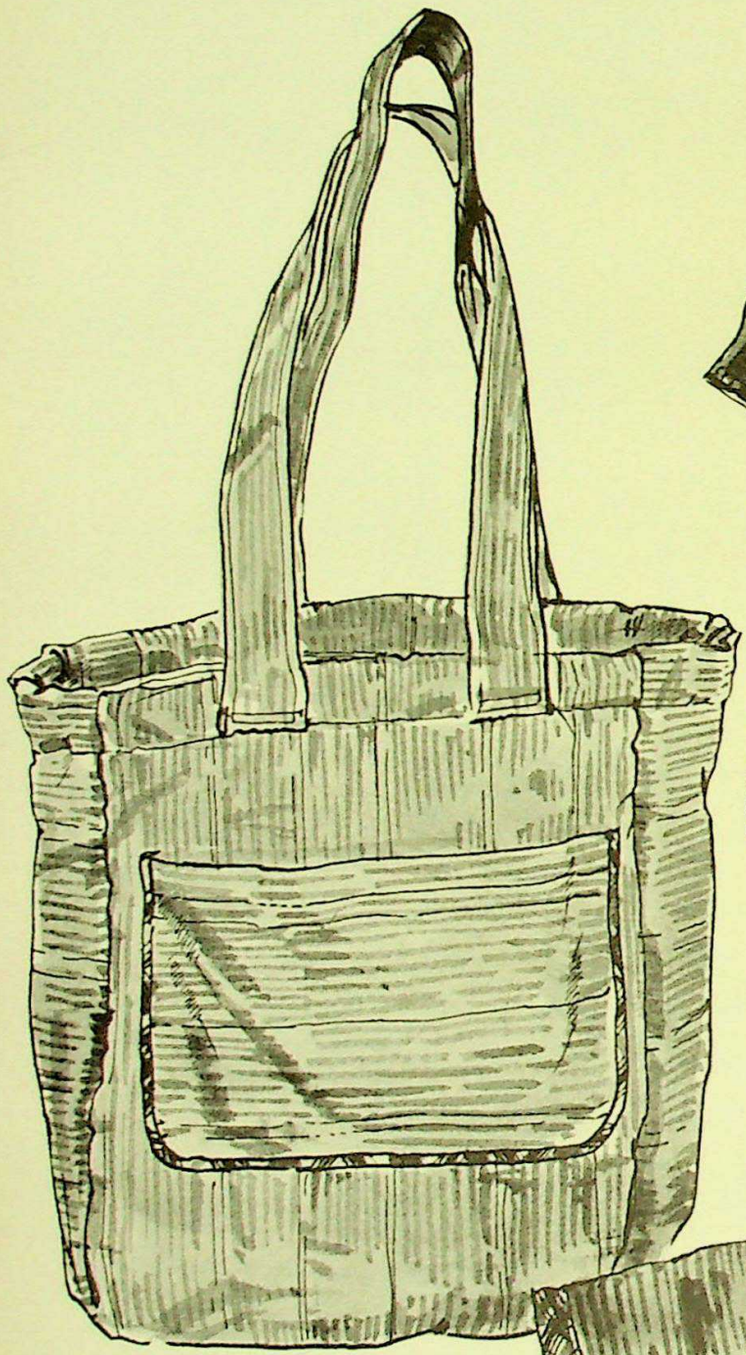


Polished glass, above—as smooth and glossy as a river-washed stone. Striations beneath the surface add character and interest. Hung on a hand-made box chain, this lovely hang-up is available in different shapes and colors. At Jeffrey Lawrence Assoc., 389 Fifth Ave.

Hang Out Your Laundry! Tiny sterling silver pendants, left, bring your favorite bra, sneakers and jeans out of the closet and into the air. At J & C Ferrara Co., 417 Fifth Ave.

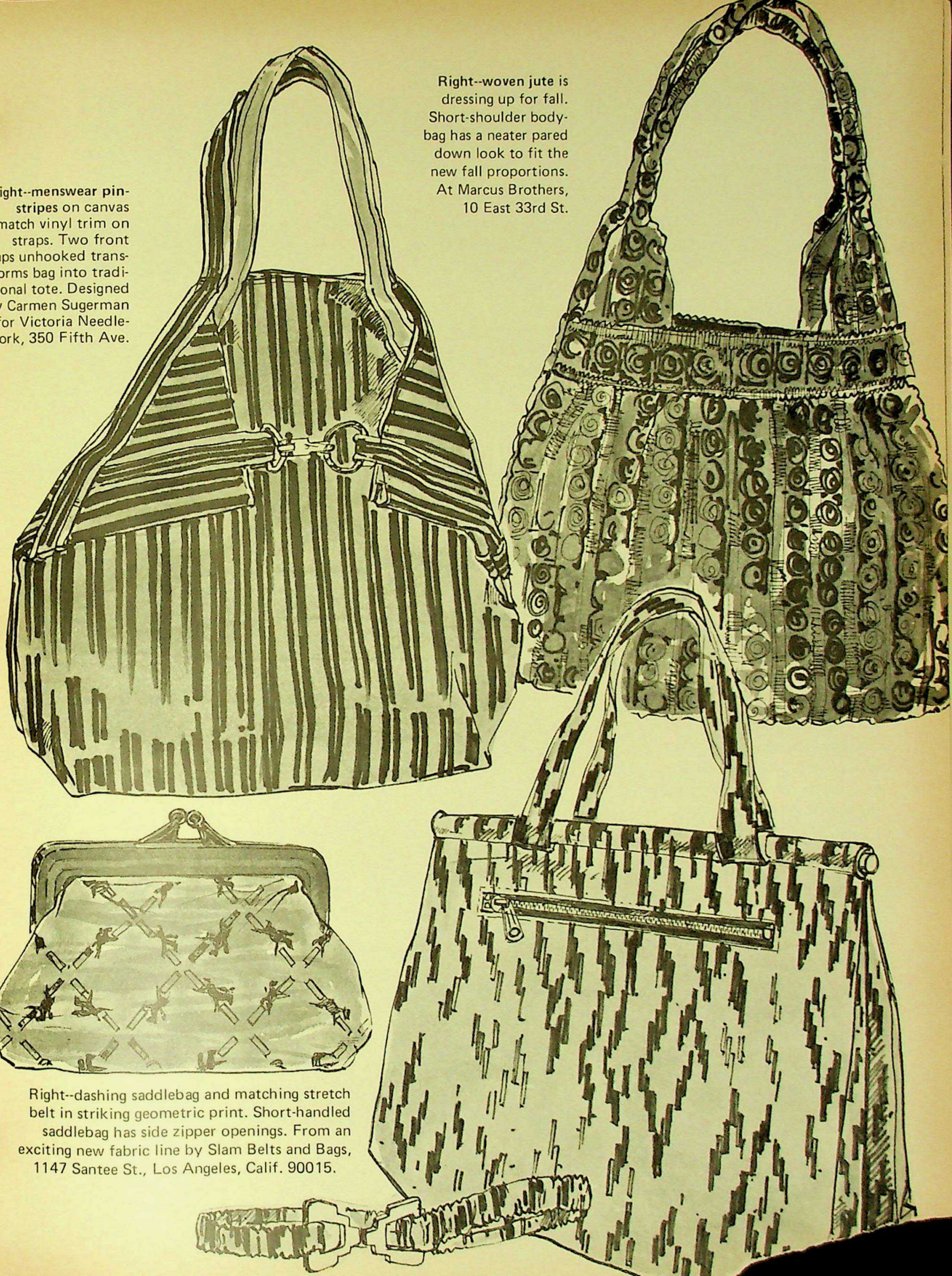
Not For Summer Only

Shown here is proof of the pudding that fabric bags are not for summer only. These fabrics -- luxurious velvets, homespun cottons, rugged corduroys, deep dark jutes, and soft suedecloths -- move beautifully into fall and winter. Prints are bold, colors are dynamic and weaves are rainbows. It's a fall fabric jamboree!



A tote with many faces above. Shown in quilted corduroy, lined with tartan. Also in velvet, lined with shirt striping. Velvet bag is reversible. Both bags have matching buttoned mini-clutch (sold separately). Corduroys in camel, rust, grey, black, green. At Kathy's Brown Bag, 320 Fifth Ave.

Above--imported Italian rug rag with front pockets and braided handle. In a variety of colors. From Knapp Sacs, at A & S Sales, 172 Madison Ave. **Right--suedecloth**, off and running this autumn. Delicate little clutch with mock tortoise closure wears a pattern of horses, dogs or coiled cords. At Delill Creations, 14 East 32nd St.



Right--menswear pinstripes on canvas match vinyl trim on straps. Two front flaps unhooked transforms bag into traditional tote. Designed by Carmen Sugerman for Victoria Needlework, 350 Fifth Ave.

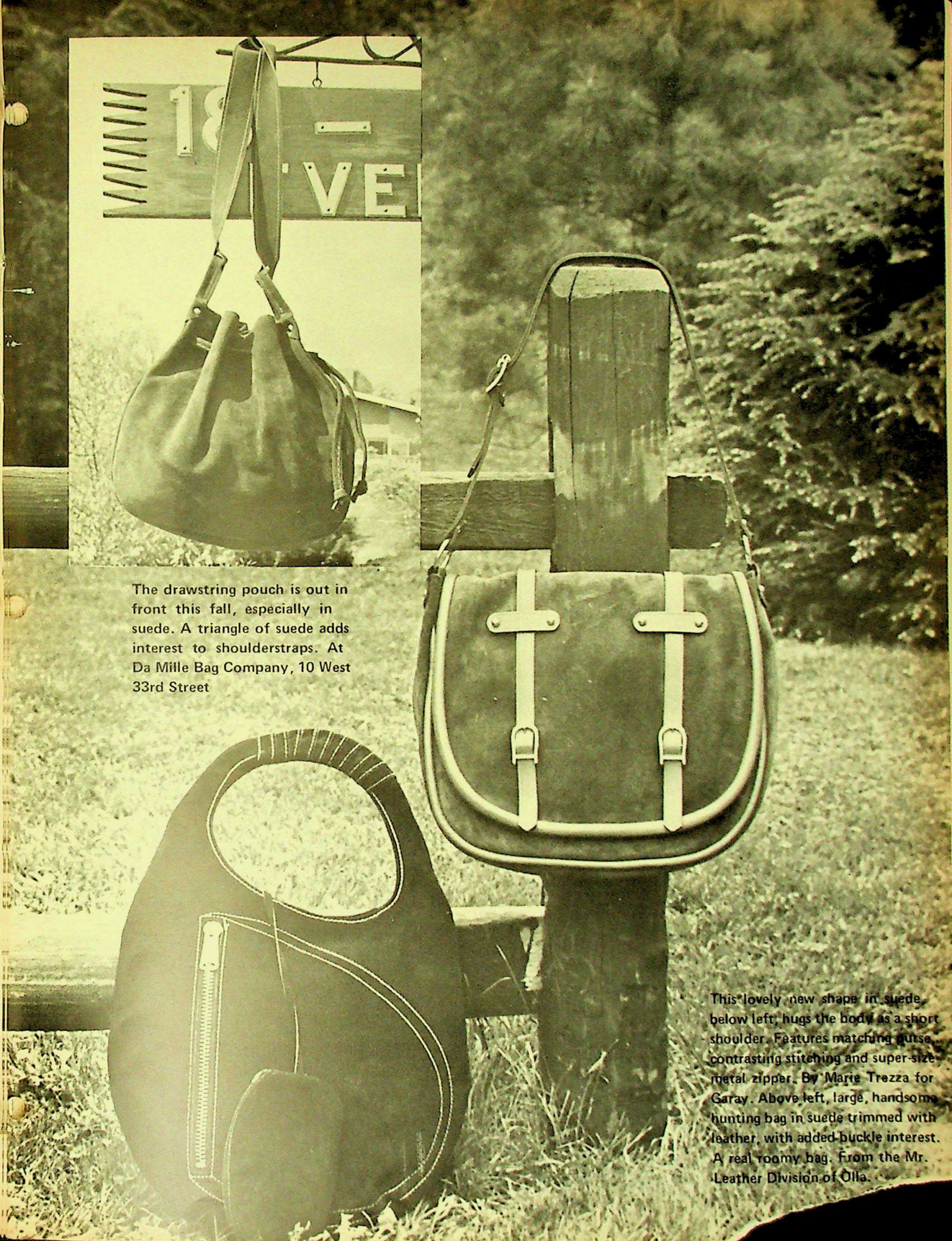
Right--woven jute is dressing up for fall. Short-shoulder body-bag has a neater pared down look to fit the new fall proportions. At Marcus Brothers, 10 East 33rd St.

Right--dashing saddlebag and matching stretch belt in striking geometric print. Short-handled saddlebag has side zipper openings. From an exciting new fabric line by Slam Belts and Bags, 1147 Santee St., Los Angeles, Calif. 90015.

Suede Shapes Up For Fall

Suede looks luscious for fall, especially in the two most popular new shapes -- the hunting bag and the drawstring pouch. The softness of suede lends itself beautifully to these designs, while leather trim adds zest. And the new suede colors -- burgundy and grey joining the rich earth tones -- complete an exciting fall picture.

A little leather pouch has its own pocket on the outside flap of this roomy suede hunting bag. In beautiful fall shades including berry and grey, trimmed in leather. By Valerie Accessories.



The drawstring pouch is out in front this fall, especially in suede. A triangle of suede adds interest to shoulderstraps. At Da Mille Bag Company, 10 West 33rd Street

This lovely new shape in suede, below left, hugs the body as a short shoulder. Features matching gusset, contrasting stitching and super-size metal zipper. By Marie Trezza for Garay. Above left, large, handsome hunting bag in suede trimmed with leather, with added buckle interest. A real roomy bag. From the Mr. Leather Division of Olla.

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Special Section

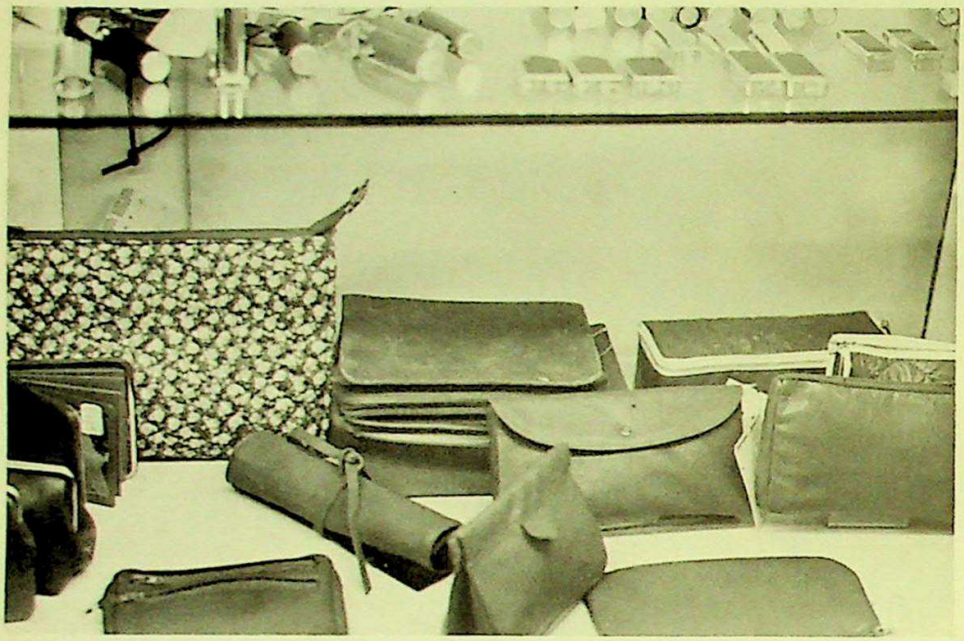
PERSONAL LEATHERGOODS FALL 76

By Linda Berman

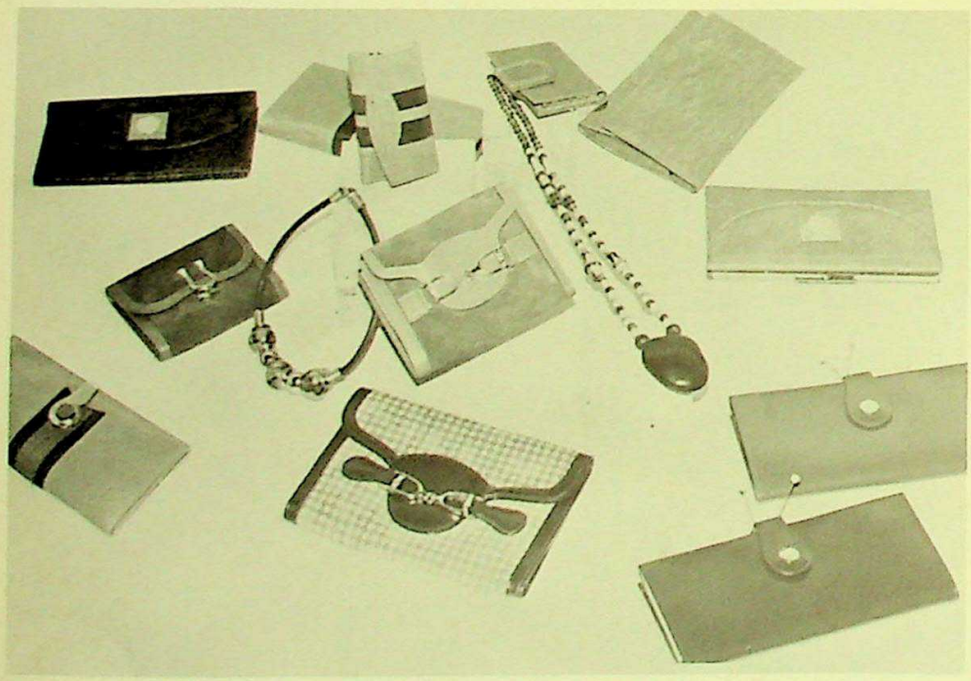
The Headliners: Three buyers discuss what makes a successful PLG department

The Newsmakers: The new fall offerings in PLG

The Headliners



Variety in the plg department is achieved by showing pill boxes, jewel rolls, lighters, and off-beat cosmetic cases. Ms. Hilty says she needs cosmetic cases in a wide variety of sizes and generally zippered rather than snap.



The Plymouth Stores in New York have personal leather goods departments that are completely uncluttered. Displays, such as this one in a wall display above the plg counter, show off each item to its best advantage. The uniting theme in this arrangement is that each piece, though dissimilar in every other way, has some touch of metal ornamentation.

When personal leathergoods departments hit the news, who deserves the credit?

The buyers.

A good buyer can make or break a department. A buyer who's a headliner can tell a fad from a fluke, a true trend from a flash-in-the-pan. Who knows the correct balance of basic French purses to the newest cosmetic cases? Probably the same buyer who orders reptile or velvet a season before anybody else.

This season we talked to some of those buyers whose departments are always headliners. Sue Hilty of Bloomingdales, Marjorie Zentz of Stewart's in Baltimore, Janet Campbell of Plymouth, New York.

They may all have different approaches to personal leathergoods, but they all agree on one thing for fall. They want *newness.* That's the word that kept re-occurring in their conversations. Each buyer who has a department that's hot news wants to keep it that way, but she can't if the market doesn't keep changing. To some of the buyers, newness is color. To some it's shape. Others concentrate on top-of-the-counter impulse items to generate excitement. But they are all aware that basics aren't enough.

"This year I bought fashion before basics — and my sales went up 68 per cent!"

To Sue Hilty, newness could mean a complete change in the look of Bloomingdale's personal leathergoods department.

"I'd like to have a small secluded area for the department," Ms. Hilty says. "When people are spending $60 on a billfold, they should be able to sit down at leisure and look at the merchandise. However, in the meantime, we're making some changes in the department we do have. The pads in the cases will be covered with color rather than white vinyl and we're adding new shadow boxes behind the counter.

"I want to add more variety to the department," she continues, "by showing merchandise such as jewel

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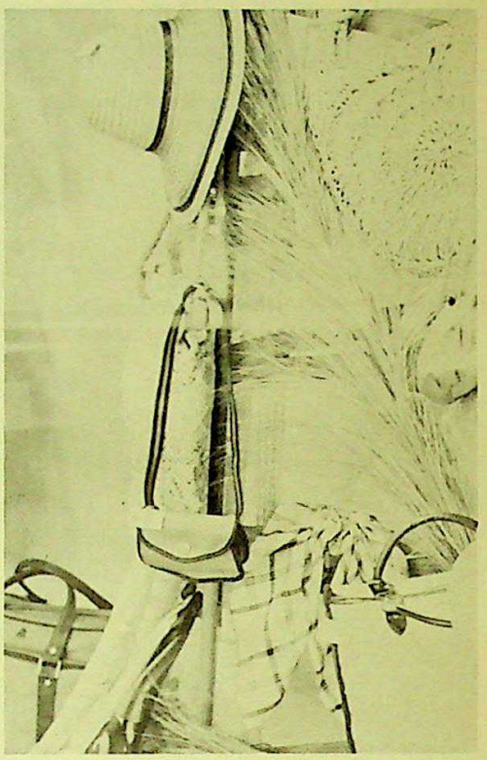
The Headliners *(continued)*

boxes. I think they'd be very good but I want to find real quality ones. There are other things that I think would go well with plg—combs, mirrors, small, simple lighters. Even pill boxes are an untapped category. We've done well recently with silver-washed and with tortoise shell pill boxes, all under $12. Cosmetic cases have been more important, as the whole area of travel items is getting bigger. We need cosmetic cases in a variety of sizes and the zippered ones have done better than the snap."

There are still two different needs in the plg market, according to Ms. Hilty.

"We're selling very flat accessories for clutches and small bags but the checkwriters still sell well for all the bigger totes. Recently there have been requests for checkbook covers. Customers have gotten tired of the plastic covers the banks give and want something in leather.

"Women also have been asking for notebooks and agenda books rather than just the small traditional address books. There is still a lot of buying by sets. Women who buy the wallet usually take the card case too. If they buy the checksecretaries, they may take a keycase but very often they want the cosmetic case to match.



It's not unusual to see small leathergoods in the big windows of Plymouth's Fifth Avenue store. Here, the belt bag is displayed with hats, bags and canvas suitcases it would work well with. Buyer Janet Campbell says her customers want "something elegant and sophisticated—price is no object but it has to be different and in good taste."

"Cosmetic cases have been more important, as the whole area of travel items is getting bigger. We need cosmetic cases in a variety of sizes and the zippered ones have done better than the snap."

"I'm buying suede panels or linings for fall but no total suede pieces. Suede wears too much to be a whole item. It's okay for the soft pieces—cosmetic cases, cigarette cases or eyeglass cases—but not money carrying items."

Colors in Ms. Hilty's fall line will be rust, burgundy, navy, black and forest green. She has been buying some plg with print linings that coordinate with the outside colors.

"Purse accessories can still be framed if they're soft leather," she says. "We haven't had very good response to any hard leathers. We tried for three years to sell pigskins and it hasn't worked. This year it's pigskin only if it's suede.

"Bloomingdale's customer still likes signature accessories, but the signature can't be just any initials. It

(continued on page P 15)

Men as well as women are attracted to the personal leathergoods department at Bloomingdales, but buyer Sue Hilty says she'd love to have a small secluded area where customers could sit and concentrate on their selections.

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see all the popular and new styles designed into this smart line . . . from a great new company

Clutch Bags

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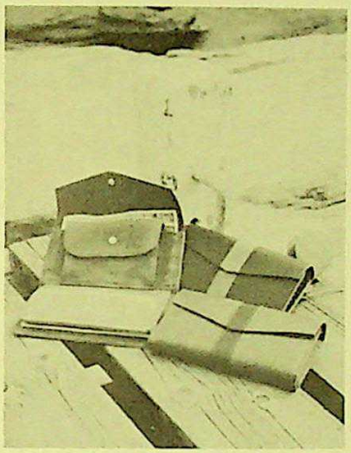
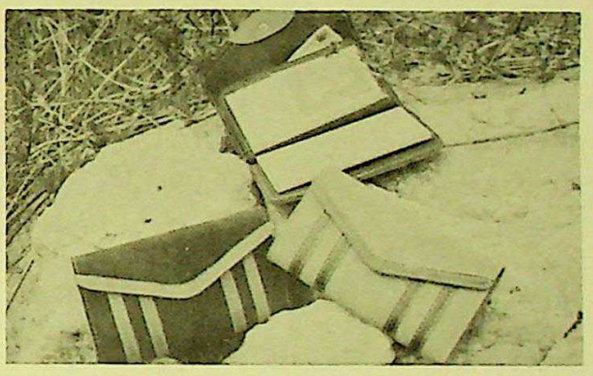


The Checkretary®



Hang-Around Bags

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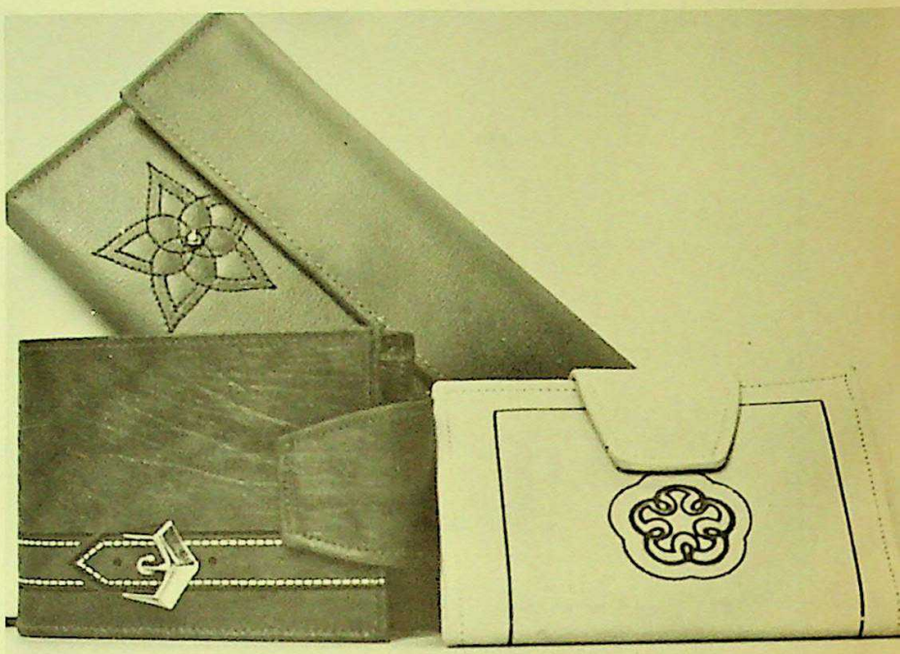
The Newsmakers

(continued)

The man's bag controversy continues—with women as well as men purchasing the wrist-strapped case. Two contenders are Bond Street's European looking bag, right, and Gary of California's many-pocketed case.



Fran-Stef makes a splash with a new leather line. It's a new series of soft, durable leather in hand-tooled designs, shown above. Styles include a checkwriter, a French purse, a wallet and a credit card purse. All have a bright cotton floral lining. The designs come in many fashion colors and retail at $5-6.

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The Headliners *(continued from page P 4)*

has to relate to quality and be a design name the customers know.

How does a headliner handle the after-Christmas slump?

Sue says, "We've been having fabulous January sales. People who get money for Christmas presents are ready to spend it on good sales. We show the basic and late import line and find people will buy if we have something to show them. I'd like to buy some new plg items right before Christmas and continue them in January. That's been successful for us before and I like to have something we can continue into spring."

Marjorie Zentz of Stewart's in Baltimore says, "Consumers tire quickly of the old styles in plg. They want newness, real fashion looks. I think the shapes the manufacturers are showing are great and I do feel that adding more shapes would just confuse the customers. But color and styling really make the difference in a department. The checksecretaries have been great for us and the double attache is number one. But if the same colors are on the counter every year, they don't sell. When it's new, young and fashionable, it just walks out of the department.

"A checksecretary may be in a counter with handbags or slipped in with purse-size umbrellas. It's not unusual to see an entire range of earth-toned plg in the huge glass window..."

"Every year I bought basics first, then fashion," Ms. Zentz says. "This year I bought fashion before basics—and my sales went up 68 per cent!"

She feels that natural tones will continue but says, "I hope the fashion colors will show up strong for fall. I would like to buy burgundy and grey—and I feel that black's good for handbags but it has never been good for plg.

"I will buy suede early in the season but after that it drops dead here. I hope to carry reptile but the real thing might be too expensive. If there was a very good imitation reptile in the plg market, I'd like to have it.

"We're selling very flat accessories for clutches and small bags but the checkwriters still sell well for all the bigger totes. Recently there have been requests for checkbook covers."

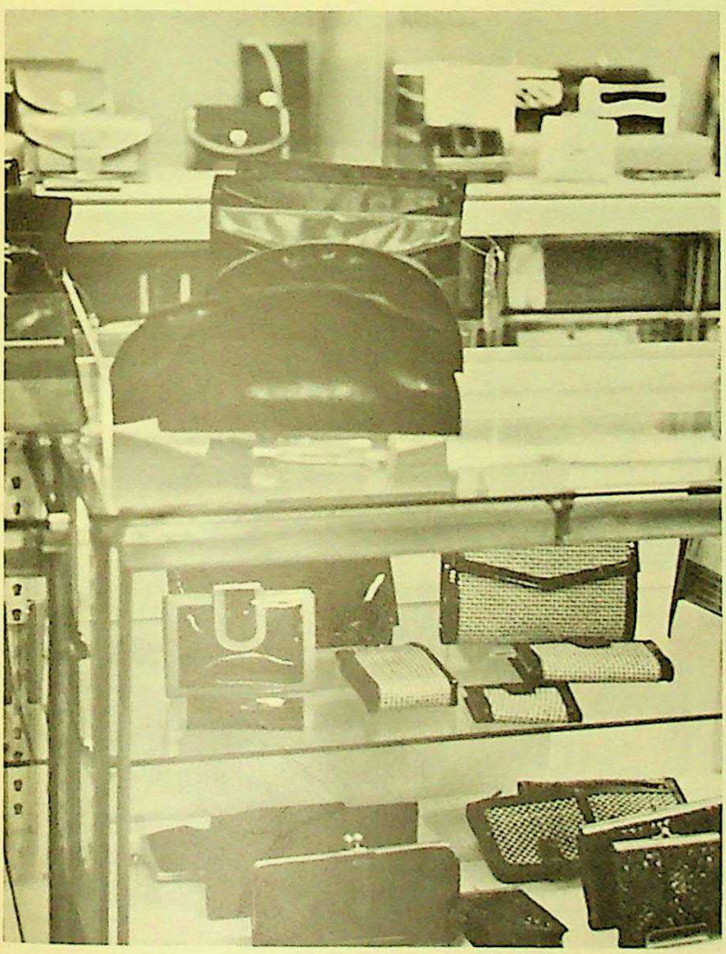
"Status initials haven't been great for us. Louis Vuitton means something, but only to a few people. Pierre Cardin may be in our customer's price range and we may try that for fall."

How does Stewart's show the plg? All out in the open, according to Ms. Zentz.

"We tried putting everything under glass but sales went down. So we take our chances with the security problem. We have all the merchandise out for self-selection. People like to feel it, hold it in their hands. We arrange it in displays by color, not by companies.

"We sell cosmetic cases year-round. The zippered styles have been best, but even in that area some newness is needed. This year we did especially well with Rolf's counter-top double-attache promotion for our Founders' Day sale. Once women try the double-attache,

At Bloomingdales, coordinated sets are under the glass counter, impulse items such as cosmetic cases are on top where they can be held and shadow boxes behind the counter display more sets.



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they seem to come back for it.''

Janet Campbell of Plymouth Stores, New York, makes news because she's definitely not easy to please.

''All I want is something elegant and sophisticated. Price is no object but it has to be different and in good taste,'' Ms. Campbell says.

''I'll buy some fashion shades for color but the basics, rust and brown, are those that really sell. I definitely want to buy suedes.''

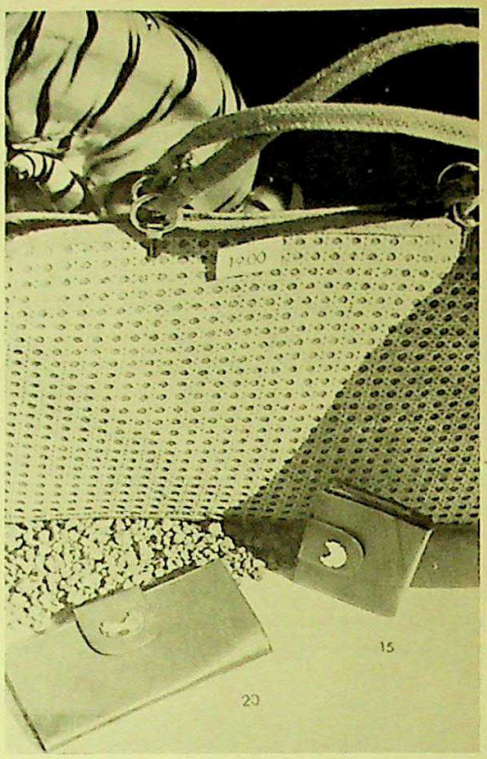
''For fall I want slightly shiny leathers. I'll buy some fashion shades for color but the basics, rust and brown, are those that really sell. I definitely want to buy suedes. I love the European printed suedes.

''The Continental French purses are still good sellers but checkbook secretaries are stronger than ever. In other accessories I want change purses and cosmetic cases, cigarette and eyeglass cases, mostly framed. My customers buy in sets and they don't have a specific price point. They buy a look. I would like to buy more in the American market, but it's not easy for the American manufacturers. The frame alone probably costs as much as I pay for an item in Europe. What I really want is a good leather wallet with good quality and newness. We see so much of the Gucci-look and we're ready for something more.''

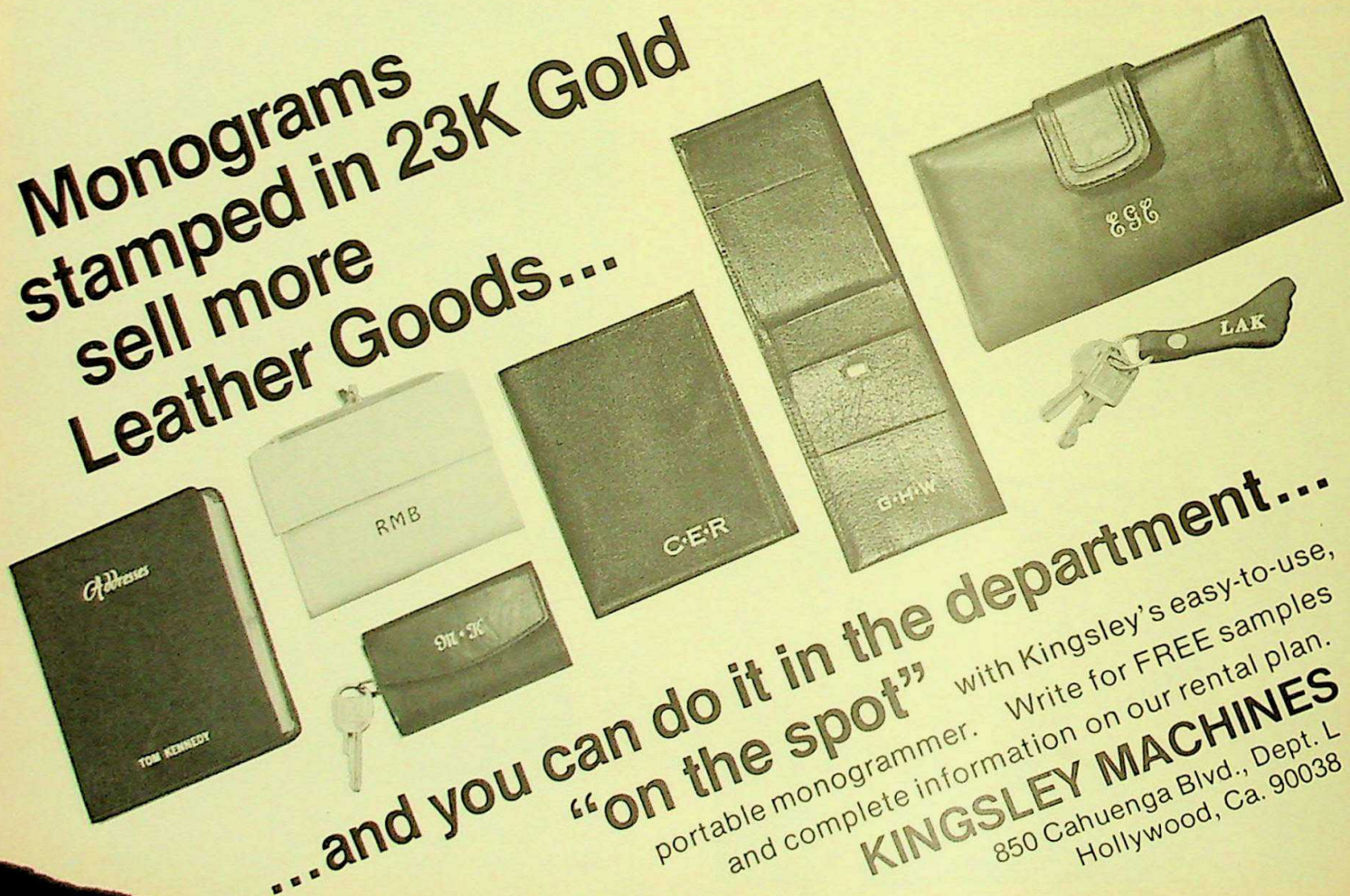
One of Plymouth's special ways of treating plg is to use them in displays with other merchandise. A checksecretary may be in a counter with handbags or slipped in with purse-size umbrellas. It's not unusual to see an entire range of earth-toned plg in the huge glass window of Plymouth's Fifth Avenue store. Inside the store, all plg are under glass except during lunch hour when there are counter-top displays of impulse items and special security people on the floor.

Ms. Campbell says, ''We try to show a good mix of plg with the handbags they'd go with. They could be grouped according to color, size or style.''

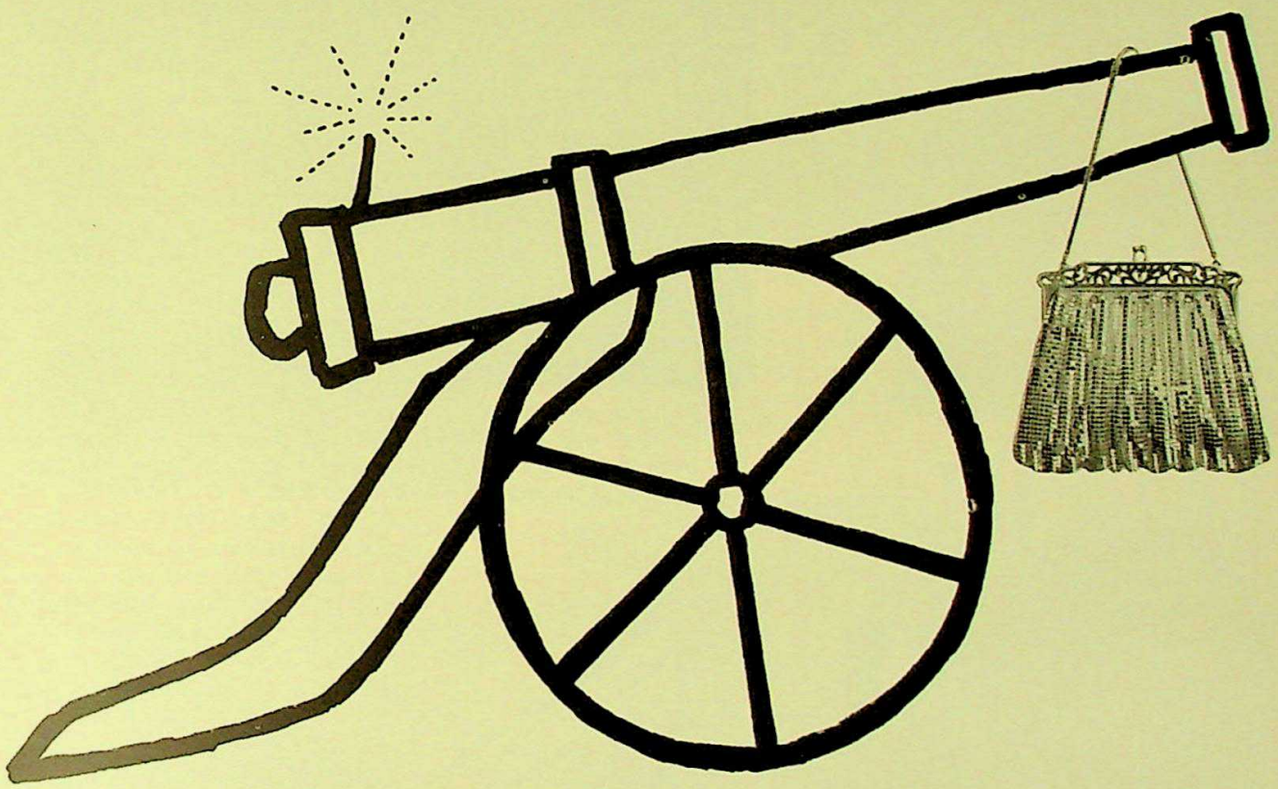
It's that kind of spirit that makes Ms. Campbell a headliner in the plg department. That, and a devotion to elegance and sophistication for her customers. And newness. Always newness.



Personal leathergoods are shown throughout the Plymouth Stores, not just in one specific department. Here, a check secretary and a French fold in brown leather are shown with a rattan and brown leather handbag.



WHITING AND DAVIS IS STARTING A FASHION REVOLUTION IN MESH HANDBAGS AND ACCESSORIES



Discover how imagination and craftsmanship combine to make this the most exciting line in our 100 year history. We're taking the offensive on all fronts; styling, promotion and advertising to help you capture more customers. So, join forces with us at our showroom, now.

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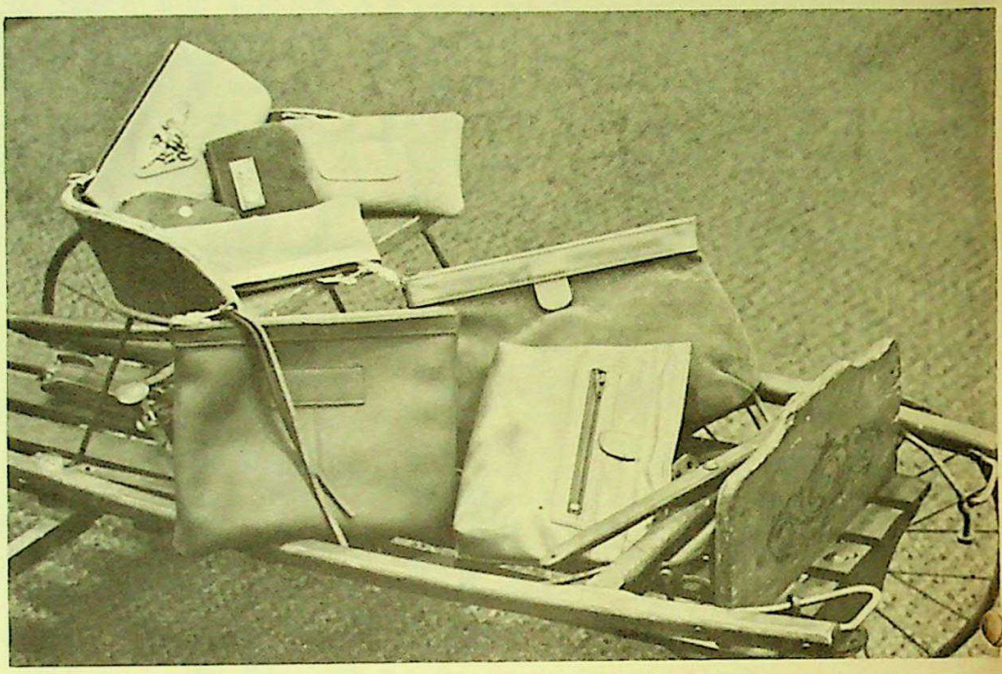
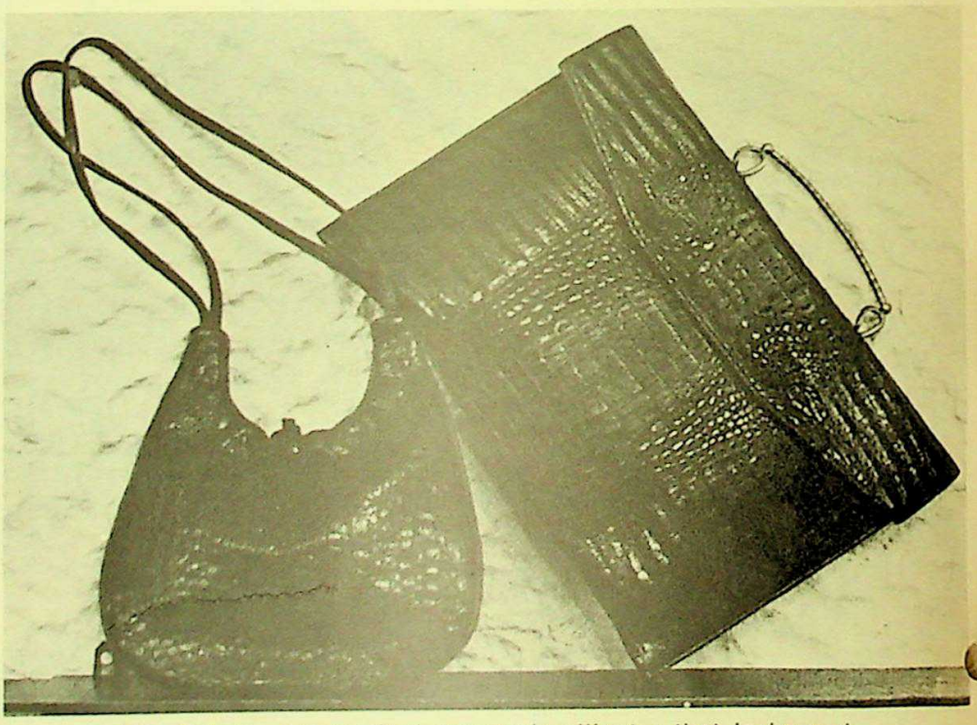
Look, It's New!



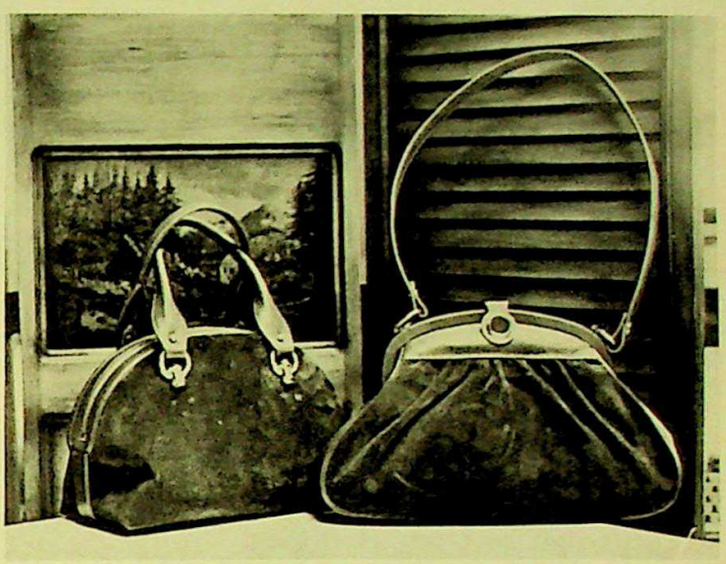
Pick a purse from this delightful new junior collection of suede and leather clutches and purses. Tiny to medium sized, some feature big zippers, wrist-straps, others have facile closures. In lively fall colors of cherry, blue, browns and rusts at $2-5.50 cost. From Davey's, 330 Fifth Avenue.

Lusty leathers. Small square bag top, with front pouch and medium handle, and the popular briefcase shape with inner compartments. Below, the large, unconstructed body bag with double straps and decorative side rings. Brazilian imports, at Karavan Fashions, 347 Fifth Ave.



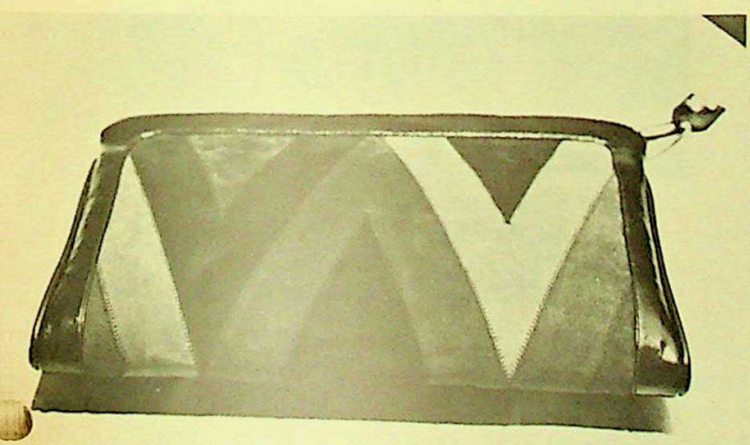
The Gators...handcrafted manmade alligator that looks and feels close to the real thing. Lovely fashion colors and shapes, priced at $10 to 28 cost. By Shirl Miller at SM Bags, 15 East 32nd.

Porcelain—delicate, lovely and timeless. Sandra Pailet fashions this new medium into a variety of unique designs. The open loop necklace, hung on a silk cord is as gentle as a teardrop. The striking bangle bracelet adds flair to any wrist. Both pieces are adorned with pale pink dogwood appliques. At 25 West 38th St.



The softest gentlest pigskin in a tone-on-tone combination with leather trim and handles. The frame bag with just a whisper of shirring and medium strap and the curved satchel are important shapes this fall. At Supreme Leathergoods Corp., 14 East 33rd St.

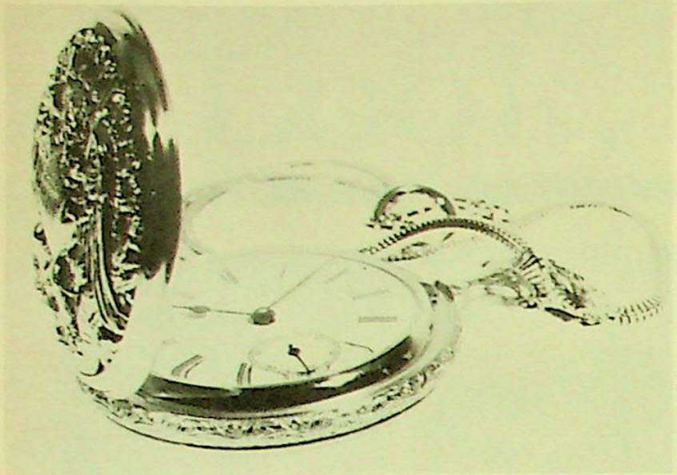
Elegance at volume pricing...the woven leather look in a vinyl; complete with outside pocket, snap closure and three sections, one zippered. Short shoulder is detachable so bag may be held by gold porthole handle. From Dover, 10 West 33rd.



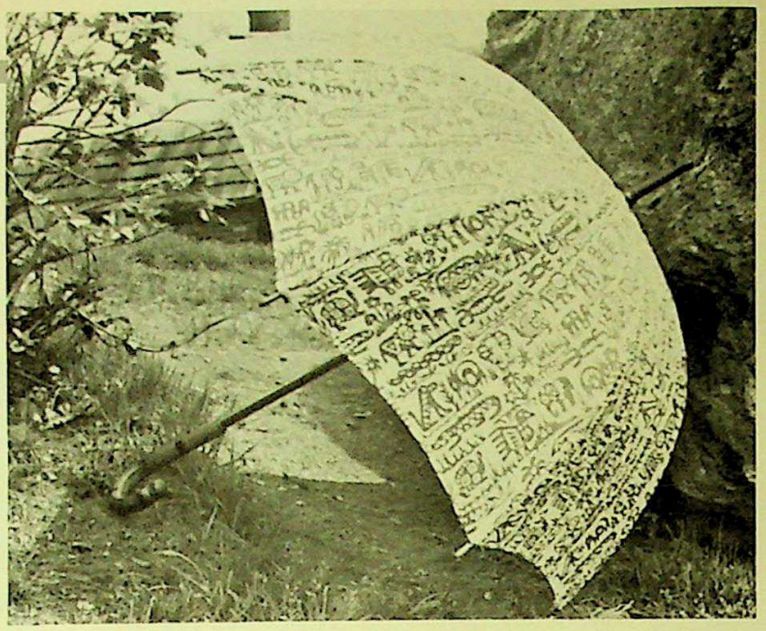
Chevron suede—a top-ranking contender for fall. This colorful clutch, trimmed in black crespe, is covered with nylon suede cloth. A sophisticated and handsome treatment of the clutch. At Lou Taylor, 330 Fifth Ave.

(contin

Look, It's New! *(continued)*



The pocketwatch, straight out of grandfather's vest. Featured on the sculptured cover is a silvertone eagle with a halo of stars. The white dial with elegant black Roman numerals is equipped with hour markers and a traditional second hand. A Bicentennial item from the Bulova Watch Company, 630 Fifth Ave.



Bold African print in which primitive animal and floral designs are highlighted against a white cotton background. Do a rain dance! At Lusterman Wiener, 35 West 36th St.

Double Duty Smoke Stack — holds the longest of cigarettes plus lighter or; glasses and currency, as shown. In soft "glovely" cowhide in rust, duge, bone, navy, red, white. $7.50 retail from Enger Kress, West Bend, Wisconsin.

The French schoolbag in top grain cowhide. Its simple N/S lines and long shoulderstrap evoke images of blue stockings and Latin ponies. At Letisse, 330 Fifth Ave.

The look of lattice is lovely on these two important fall shapes. This double gusseted frame with short shoulderstrap and unique closure is latticed on the front, smooth on back. The tote is touted this fall as the bag with mileage. Striking gold trim and spacious interior combines beauty *and* utility. At Morris White, 362 Fifth Ave.

(continued)

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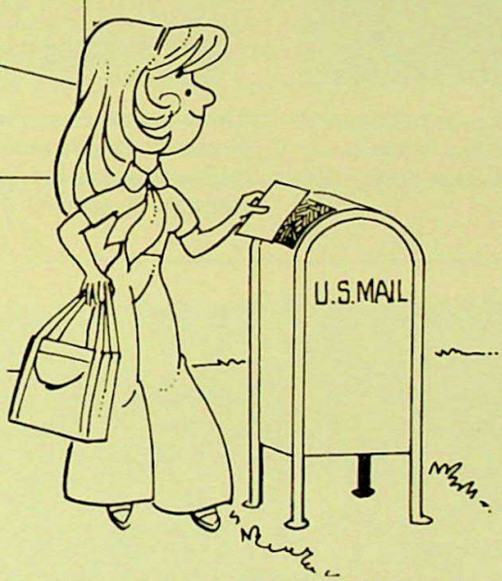

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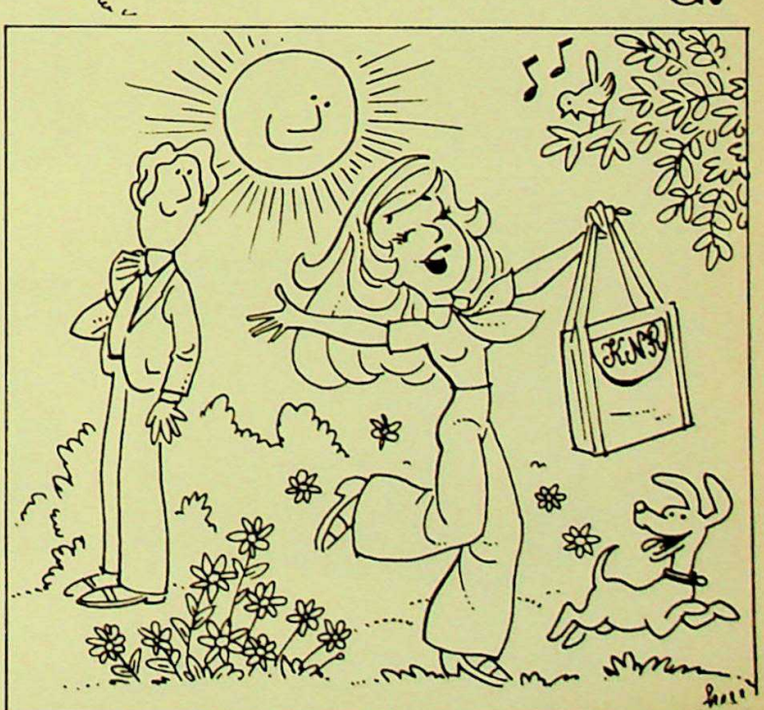

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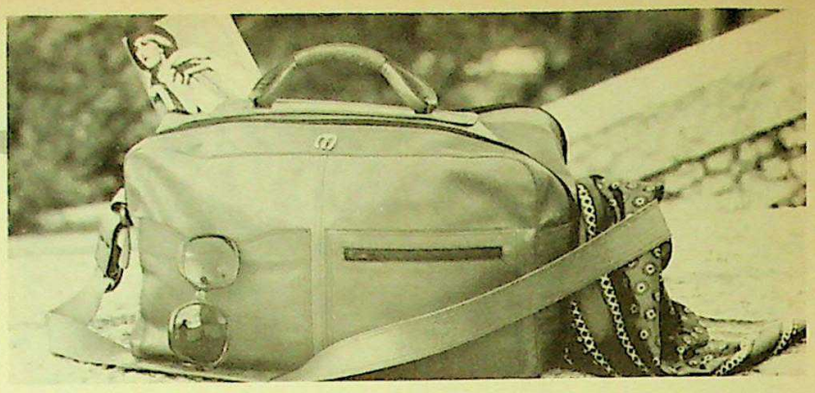
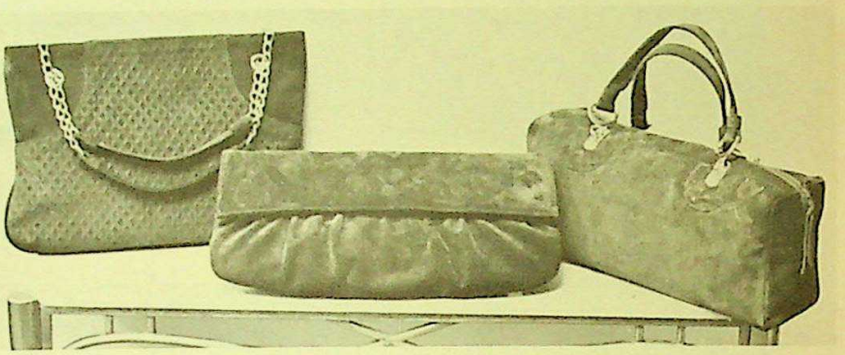
Look, It's New! (continued)

The tailored travel tote with elegant topstitching and gold trim. In top grain cowhide, the bag offers inner compartments and back zipper. At Letisse, 330 Fifth Avenue.



The worldly satchel. Versatility and room to spare—with detachable shoulderstrap and several side pouches, zippered and open. For men and women everywhere. Exciting new line—at Westport Corp., 10 West 33rd St.



Three-part harmony in suede. The body bag in special "sculpted" suede with chain and suede handle; the elegance of a clutch, gently shirred in rich suede; and the fashionable satchel, with gleaming gold trim. At Hilf Bags, 14 East 32nd St.

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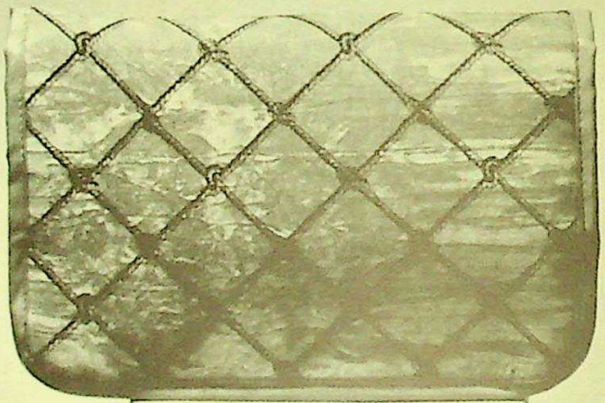

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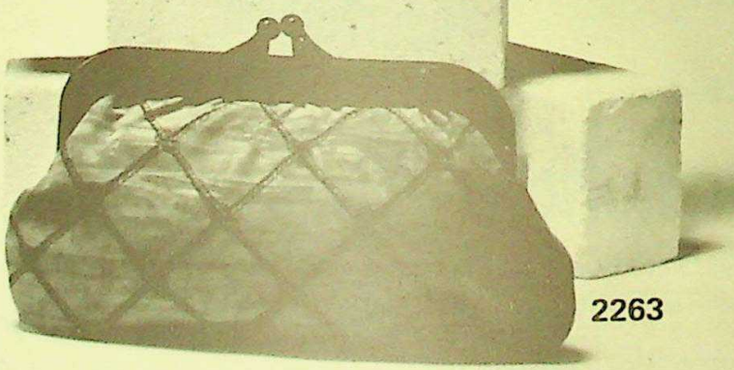

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Also featuring a wide selection of beaded and resort bags.

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Leathers of 1976-77 - Italy

Montecatini, Italy...The leather message for fall is shining and rich colored. All smooth surfaces are bright and polished, providing a subtle contrast with the very popular smooth, velvet-like suede. Texture is straight forward: for smart bags and shoes — glace kid, shiny aniline calf, smooth suede and a few small grained surfaces such as moroccan or natural shrunken grain.

Soft, supple patent in solid colors is becoming an increasingly important alternative to the smooth calfs and kids. It works particularly well in texture contrasts such as black patent with gray suede or two textures with one color.

This chic look is countered by the heavy grains used for sport and casual shoes and handbags. The grains vary from quite smooth to rough three-dimensional, with a vast amount of color variation causing a very natural effect. The grained surfaces are generally shiny but some leather houses are using a waxy dressing finish.

There are very few fancy leathers. However, a few printed leathers in fabric textures or stripes, looked interesting, as did the corduroy finished suede. There was also a feeling for woven leathers both real and printed. Reptiles either real or printed were of little note.

Colors

Colors are warm — suggestive of Persian rugs and Oriental richness in olives and bronzes, plummy reds and wines, taupes, winter camel and beiges, and several grays. Coupled with the rich textures and glowing quality, the whole palette is warm and inviting.

Man-mades

Man-made materials follow the leather story very closely and with the exception of a few pearlized finishes, there is nothing new. Fabrics for shoes and slippers incline towards deep pile textures, velvets and fleeces, satins and chenilles. Prints are small and formal or spring florals on dark grounds. A fresh look in soling units is a clear flexible unit, one textured, one in a light, clear brown tone. The most important unit story is the crepe, primarily used in brown natural tones, either wrapping wedges or heels or as low platforms or through soles.

Trims

Trims are becoming smaller and daintier. Gucci bars are narrower and still show animals and interlacings of leather. Although textured gilt or bronze are the most popular finishes, fresh ideas come from Giosi, who had metal or tortoise heel and wedge covers. In fact, the newest trim story, not only for shoes but bags, belt buckles, brooches and hair ornaments is tortoise. Apart from the ivory, ebony, malachite with gilt trim story continuing from last season, there was the mixed colored metals look. Enamelling is still very important.

Bags

Bags are in two traditions: the very large squashy shoulderbag and the flat pochette in various sizes. Particularly in Paris, the bagette on a shoulder string is showing considerable favor.

By Eunice Wilson

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TWO HANDBAG COMPANIES CELEBRATE BIG ANNIVERSARIES

Whiting & Davis Marks a Centennial:

Sol Mutterperl Has a 75th

Hello again, Whiting and Davis! The manufacturer of the metal mesh bag has decided to commemorate its one-hundredth birthday by reviving its rich heritage and stepping ahead into the past.

Fifty years ago, the Whiting and Davis mesh bag, made of a gossamer-like fabric composed of thousands of tiny metal rings provided an element of status to a woman's wardrobe. The mesh bag almost epitomized the 20's with 's golden elegance, romantic delicacy and shimmering sophistication.

From 1892, the year in which the first mesh bag was created by Mr. Whiting, to 1976 is a lengthy span—years replete with experience and experiments that have culminated in the present Whiting and Davis metal mesh handbag line. This unique collection includes everything from mesh totes with shell handles to tiny neck pursettes—Victorian as violets.

Today, Whiting and Davis is planning to leave the parlor for the disco by means of a vigorous advertising and promotion campaign. Some very modern surprises have recently emanated from its Plainville, Connecticut headquarters: the famous Elsa Peretti mesh bra which now holds court with the Peretti body jewelry in Tiffanys; the remarkable Yolanda boutique in Waltham, Massachusetts, which features Whiting and Davis mesh on everything from evening gowns to halter tops to a Halston savage; and a new line of mesh bags designed by Leo Narducci.

In addition, the company has resurrected sterling hand-crafted frames from its past collections and plans to make 300 individual sterling silver bags, engraved for the occasion. A limited edition, these will be collector's items, commemorating the Bicentennial as well as W&D's centennial.

Seventy-five years ago, Sol Mutterperl sold his genuine calf leather handbags for $1 a piece—retail. He began his New York-based company with $150 in cash, a promise to pay his partners $200 from profits and a fortune in determination.

That determination was put to the test in 1910, when the company was $1200 in the red and his partners were urging bankruptcy. Mutterperl, filled with honest outrage, refused to surrender and took on all further responsibilities for the firm.

His doughty resolution paid off. On May 1, 1931, the Fairhaven Corporation, manufacturing division of the firm, opened in New Bedford, Massachusetts. Two brief years later, the work force at Fairhaven had increased from the original 11 employees to 300 and an additional 25,000 square feet of working space was leased.

Today, Sol Mutterperl markets its moderate-priced handbags ($11-$40) to major department stores from Boston to San Francisco. Headed by Ted Ginsberg, grandson of Sol Mutterperl, the firm enjoyed record sales last year and has recently created a new sales company to sell higher-priced handbags.

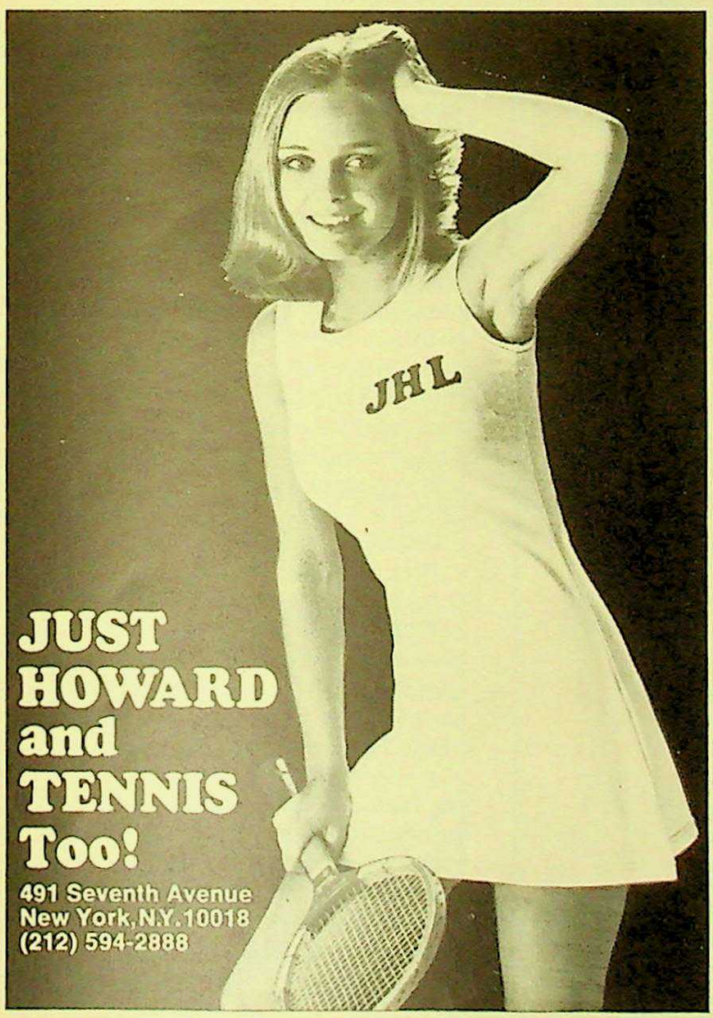
Congratulations are in order to a firm that still exhibits its founder's steady resolve and adheres to his original goals.

Shared mementoes. A Whiting and Davis custom-made mesh tunic, worn by the valiant knight in Cecil B. DeMille's 1935 production of "The Crusades."

Prices like this are certainly memories! A Sol Mutterperl ad from 1946.

Atlanta Merchandise Mart, Atlanta, Georgia
Chicago Mart, 36 S. State St., Chicago, Ill.
California Mart, 110 E. 9th St., Los Angeles, Ca.

Pierre Cardin
Handbags and Scarfs
330 Fifth Avenue Suite 1104
New York New York 10001



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SIDEWALK SURVEY

On Buying Handbags

The very spontaneity of sidewalk surveys may be their greatest asset. Just as professional "test-takers" tell you to go with your first answer, so may the intuitive and spontaneous response of the woman on the street be the most reliable.

We wanted to find out something about how women shop for handbags, so we conducted a consumer survey outside a suburban branch of Bloomingdale's. We talked with 27 shoppers about their handbag shopping habits.

Each question and its appropriate responses are individually charted; responses are also given on a percentage basis.

1. Do you feel handbags are an important fashion accessory?

Yes	22	81%
No	5	19%

2. Do you purchase a new handbag to coordinate an outfit or because you feel it is an important fashion item in itself?

Coordinate	11	41%
Singular purchase	16	59%

3. How many handbags do you purchase in a year?

2 or less	20	74%
about 5	7	26%
more than 5	0	--

4. What is most important to you in buying a handbag?

style	11	41%
price	4	15%
quality	11	41%
material	1	3%

5. Do you buy seasonally?

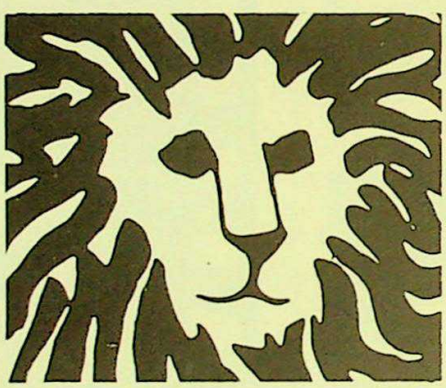
yes	16	59%
no	11	41%

The great majority of consumers believe that handbags are definitely an important fashion element, however, a greater percentage of the sample consider handbags as an independent purchase, not as a coordinating factor. In other words, the consumer apparently does not have a total look in mind when she purchases a handbag. She buys a handbag that is versatile enough to mix with any number of outfits. One might speculate that this buying pattern is due, in part, to the physical separation between rtw and handbag departments. The institution of boutique selling in which accessories and rtw are grouped under a common designer or look may effect some changes here.

The fact that, in most instances, the consumer does not deliberately coordinate handbags with new rtw purchases is reinforced by the responses to question three. An overwhelming seventy-four percent of the sample purchase two or less handbags a year.

Apparently price is not the prohibiting factor in question. Only 15% of the respondents mentioned price as the most significant factor in the purchase of a new handbag. Since handbags may be two floors away from rtw, handbag purchases depend entirely upon the customer's own motivation. Even if she

FOR HANDBAGS AND LEATHER BELTS designed by ANNE KLEIN IT'S CALDERON



The Spring **ANNE KLEIN** & **CALDERON** collections of belts and handbags are now being shown at our New York Showroom and thru our Sales Representatives. Appointments are suggested.

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NEW ENGLAND, NEW YORK, MIDDLE ATLANTIC STATES: Gabriel Pecci
FLORIDA: Jack Hottel

must pass the handbag counter after purchasing a new dress, she may subconsciously feel that the buying transaction is over. No matter how attractive the merchandise or the display, the urge to buy is already satisfied.

Responses to question four indicate that style and quality are the most important differentiating factors between handbags. Although it is not evident in the percentages, age is an important force operating here. Younger women overwhelmingly chose style as their number one mandate while older women favored quality.

Most respondents apparently approach the handbag counter with an open mind—only 1% stated that they had a specific material in mind when they made their purchase.

The opportunity is there to capitalize on the seasonal aspects of handbags. In question five, 59% of the respondents suggested that seasonal considerations are important to them—the traditional summer/winter dichotomy is still an influential factor.

Most of the open-ended comments dealt with the subject of display. One respondent stated that "displays are too cluttered—the merchandise is overwhelming. Couldn't the bags be given more space, more individual attention?" Another sample member had this to add: "The bags are hard to get at and difficult to touch and examine. I would prefer them hung up and on the counter, not locked away in glass display cases."

Regarding the design of today's handbags, one respondent offered this comment: "For the most part, today's handbags are quite attractive but for what they gain in esthetics, they lose something in utility. Today's woman on the go needs a bag that is stylish *and* functional. Why not a *fashion* shoulder-bag with compartments for wallets, credit cards, folders and correspondence?"

COMING IN JULY

- How to Display and Sell Umbrellas
- Belts: New looks and trends for Fall/Winter 76/77
- Attaches for Businesswomen: 57% of women in the country now work — what does this mean for bag merchandisers?
- Reader's Response Card: Ask your H&A representative about this.

COMING IN AUGUST

- Consumer Survey: The whys, hows and wheres of buying accessories — opinions from shoppers on what kind of stores and departments they like to shop in.
- Holiday Accessories Market Issue
- Holiday Evening and Gift Accessories
- Scarves and Shawls

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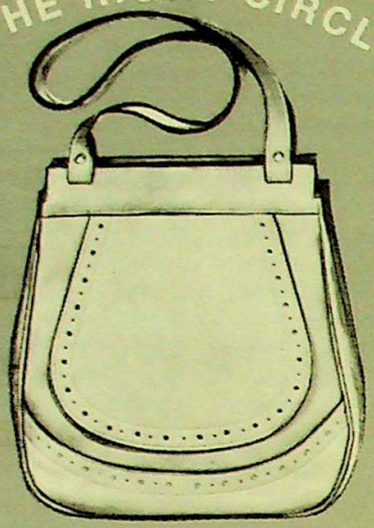

MARKAY'S LEATHER-WORKS

By MARKAY Bags INC.

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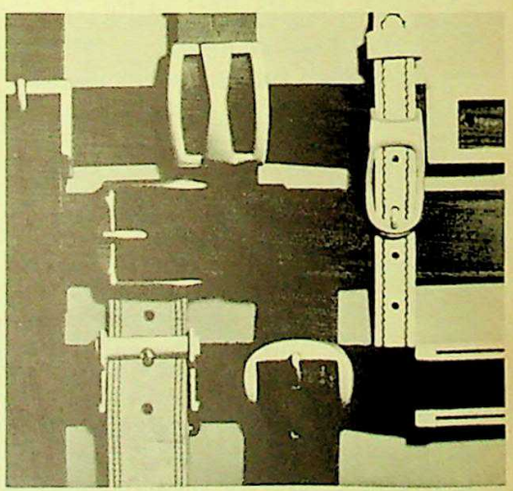
NOTES FROM LONDON

The London accessories market is matching the vigorous boom of Big Ben with fresh ideas and interesting adaptations this fall. Take leg warmers for instance. They grew out of the striped stockings worn by the young all last year, and have even extended into the men's market. Shown in the IMBEX (International Mens and Boys Exhibition) trade gathering at Earls Court recently, they were on sale with stockings and socks.

Some of the ideas behind them are clearly of Scandinavian origin with the version taken from Finland's traditional costume...wildly colored stockings worn with the new work-type clogs that are taking the place of the fancy nonsense high rise soles of last year.

Tradition is very strong in leather belts in plain mellow colors, or dark rich tans, all with thick stitching that is as near hand done as possible. Other belts have new treatments for denim — painted rural scenes, floral repeats, trimmed and overlaced with leather thonging; denim, banded and framed in leather, or laced with strips of denim through leather; knitting and woven string, framed in scalloped leather or bound with denim. Lots of new ideas here, now that the Western look has brought renewed interest in belts again. Partly due to an interest in the American Bicentennial, and partly just

Bold beautiful belts sport thick stitching and a handcrafted air. In various grains and colors, many feature two-toned finished buckles.



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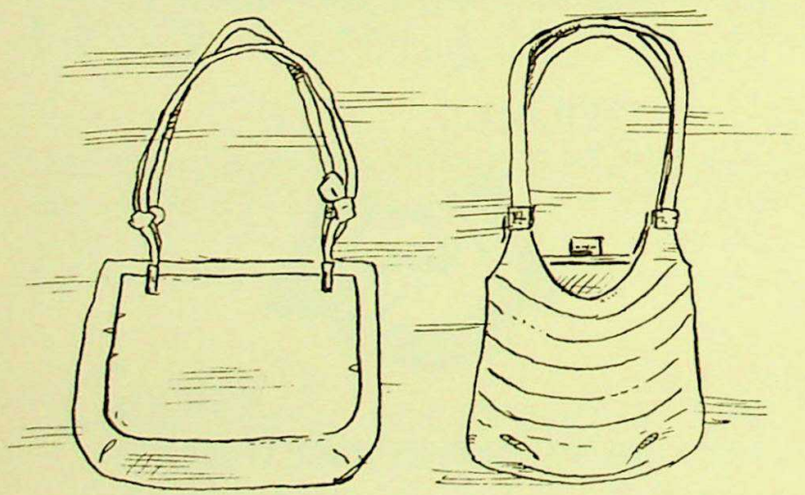

Kurt L Rothschild

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because it's good fashion, the Western trend will keep leather and denim in the front line for a while to come.

Gloves by Ewell sported a flag motif in a variety of styles. Starting with the traditional Scandinavian knitting pattern which gives a kind of snowflake cum flag idea to the back of the skiing glove, the designers went further and more adventurously into the adaptation of other flags. (Good idea here for participants who are representing their country.) Except for work and sport use, gloves have been away from the fashion scene for some time and only the coldest days bring them back into the picture again. This could alter the story considerably.

Duffel bags or tote bags are receiving maximum exposure in all kinds of materials to match outfits for both sexes. Denim, of course, is a natural, but so are the stripes that are going to be an important part of Europe's summer story this year.

Other news in handbags: the Brighton Belle Company's magazine clutch bags with shiny UK covers. Their pouch bags were slung on belts featuring prints from Lyle's Golden Syrup.

At Bridgebags of London, you will find marvelous little clutch bags in plastic, featuring the Gitanes and Ricard Wrappers of France. There are

(continued)

"Rally round the flag" with this bright collection of ski gloves bearing flags from a variety of countries.

The transitional look in canvas with vinyl trim. Sensibly priced at any Marcus Bros. Showroom.
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HOW DOES A COMPANY WITH A NAME LIKE COTTONTEX MAKE LEATHER HANDBAGS ?
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CASUAL LEATHERS

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- HUARACHES
- SHIRRING
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CALIFORNIA

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  LAMBCHOP
  (212) 564-5117
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  PEARL GOLDMAN
  (213) 622-1146
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SEAGRASS BAGS
FROM
GOODYEAR'S MFG. CORP.,
Innovators of the Hong Kong
'SEAGRASS' Bag

All shipments covered by an HONGKONG Certificate of Origin, Form A combined.

Other Various Styles
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For prompt deliveries &
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Cable: 'HKARTS'
Tel: 3-685737

London... *(continued)*

bigger bags, also in plastic, with double over-arm straps repeating the Gitane poster, into which the small plastic clutch purses go for all the small change. There is an English Gold Flake motif too, for the good looking duo which already has big orders and an assured following this summer. There's an American Stars and Stripes for a 1976 anniversary bag either side of the Atlantic.

By Eunice Wilson

The androgynous duffel knows no bounds. It's a born traveler, meant to be carried by men and women alike.

We need you.

call your local Voluntary Action Center. Or write to: Volunteer, Washington, D.C. 20013
The National Center for Voluntary Action

LEATHER INDUSTRIES OF AMERICA
AMERICAN DESIGNER AWARD
1975

Da Mille

presents

Fashion

in

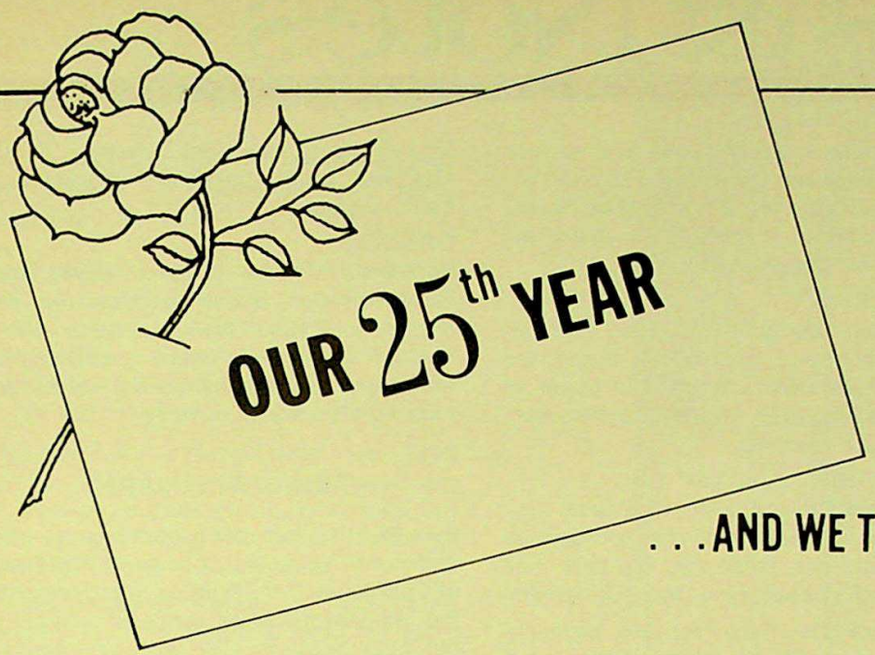
casual handbags

of leather

and suede

Da Mille Bag Co.

10 W. 33rd Street
Room 1110
New York, N.Y. 10001
Tel: (212) 563-1926



OUR 25th YEAR

LEATHER INDUSTRIES OF AMERICA
AMERICAN DESIGNER AWARD
1975

. . . AND WE THANK YOU.

CASUAL LEATHER BAGS by Dorcelle
CREATIONS, INC.

347 Fifth Avenue, New York, N.Y.10016

ZENTALL ZENTALL ZENTALL

389 Fifth Avenue New York City, 10016 (212) 532-5945

marius hansen

scandinavian sterling silver

carol lieberman

handpainted stones in sterling silver

Leslie Kaplan

cloisonne and ivory

VICKI GROSSFELD

ethiopian silver, bauxite, brass.

and of course... ZENTALL ZENTALL ZENTALL

ZENTALL ZENTALL ZENTALL

News & Notes

RETAIL EXECUTIVE CHANGES

ILLINOIS

Rockford. Gwen McKay, div. mdse. mgr. of accessories, stationery and cosmetics has been named a v.p. at Chas. V. Weise Co.

MASSACHUSETTS

Boston. Merchandising responsibilities have been realigned at R.H. Stearns Co. Leon Gammerman is now dmm of fabrics, linens, domestics, notions, stationery, cosmetics, hosiery, gloves, lingerie, foundations, handkerchiefs, handbags, umbrellas and jewelry.

Joseph L. Golden, the former dmm of intimate apparel, accessories, mens and childrens wear, has been reassigned as manager of Stearns' Chestnut Hill store.

Boston. Mark Curtis has recently been appointed buyer of jewelry, leather goods, gifts, handkerchiefs and mufflers at Jordan Marsh.

MISSOURI

Kansas City. John Cate, former dmm of furs, accessories and cosmetics, is now dmm of furs and womens and misses coats, suits and dresses at Harzfeld's.

John Elling, former cosmetics buyer, was promoted to dmm of accessories, cosmetics and childrens wear.

NEW JERSEY

Paramus. Donald Dieringer, former assistant mens furnishings buyer for Stern's has been promoted to buyer of mens accessories, hosiery, underwear, robes and pajamas.

NEW YORK

New York City. M. Richard Evarts, v.p. and gen. mdse. mgr. of rtw, accessories and childrens wear for Gimbels has resigned. His successor was not named.

New York City. Ilene Franzino, formerly with Associated Dry Goods Corp. as a budget store market rep, has joined A.M.C. as mdse. rep for budget store scarves, tops, jewelry, hosiery, sunglasses and rainwear. Ann Marie Marino, who relinquishes hosiery and sunglasses, will now handle handbags, gloves, belts, small leather goods, luggage, millinery, knit hats and mufflers. Helen McDonald, the former mdse. rep for rainwear, neckwear, jewelry, handkerchiefs, belts, gloves and beach shop, has resigned.

OREGON

Portland. Crystal Cornet now buys budget store ladies accessories for Meier & Frank. She succeeds Betty Hooten, who moves upstairs as buyer of mens accessories, including neckwear, handkerchiefs and jewelry.

MANUFACTURERS

Bert Phillips has been named v.p. and director of West Coast sales at **Phillippe of California.** Mr. Phillips was formerly the Northwest sales representative. In his new position, he will be responsible for directing the sales effort of the Phillippe line in the Western states.

The **California Accessories Guild** has just announced opening dates for the balance of 1976. July 26 will be the opening in Los Angeles of holiday lines, and the weeks of October 5 and 11 have been designated for showing early

the Supreme temptation
Why try to resist it? Your customers won't be able to! It's the "hot" one from our sizzling snakeskin collection... one group in the extensive fine leather line that means business – and lots of it!
Supreme Leather Goods Corp., 10th floor, 14 East 33rd Street, New York, New York 10016. (212) 684-5121

spring merchandise. For orders placed by October 15, deliveries will begin November 25.

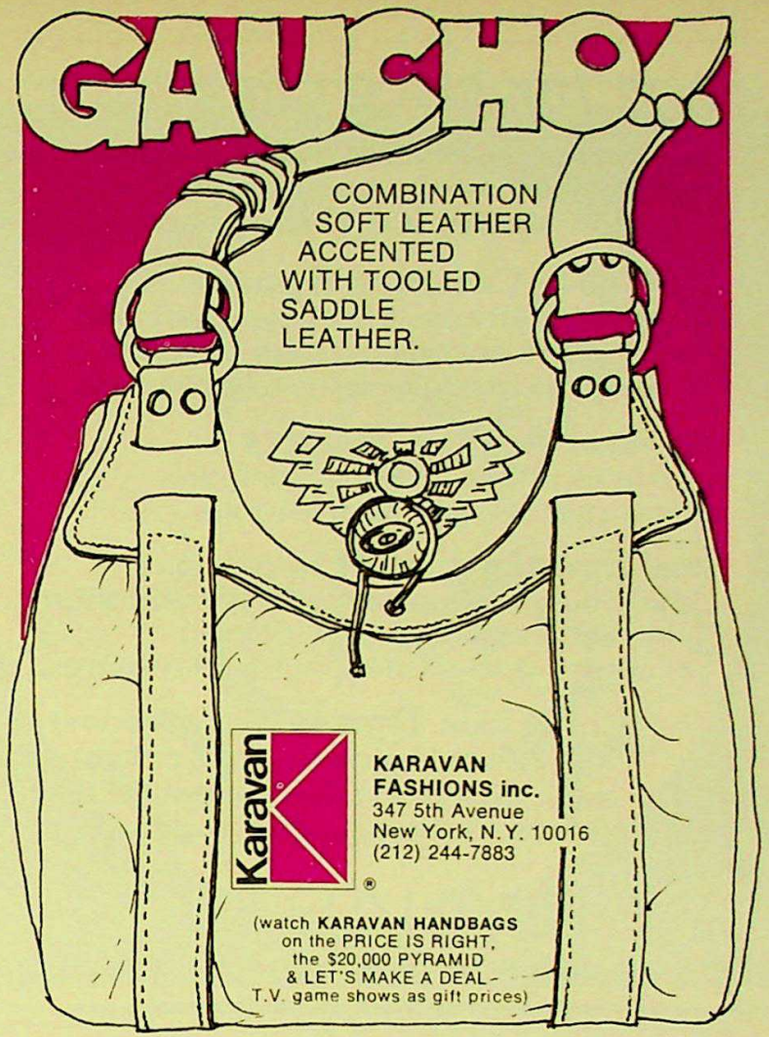
New **NHA** members are: Compo Industries Inc., 125 Roberts Rd., Waltham, Mass. 02154; Be-Straw Corp., 24 Industrial Ave., Upper Saddle River, N.J. 07458; Pavlo-Lucci, Inc., 10 Industrial Ave., Fairview, N.J. 07022.

Importa Ltd. in association with Fred Cohen Assoc. has opened a showroom in the Los Angeles Mart at 110 East 9th St., Suite A 1012. Ms. Jeanette Engel has also joined the company.

Glenn Mitchell Assoc. is now being repped at the California Mart by Jerry Stuart, Suite A945. Michael Friedman has recently joined Glenn Mitchell as a salesman in the New York showroom.

Halston Gloves, a new division of Kayser-Roth, will be ready to ship its first collection Sept. 25. The cashmere, ultrasuede and leather gloves, made in Italy and the U.S., wholesale from $144 a dozen to $213 a dozen.

(continued)


GAUCHO!
COMBINATION SOFT LEATHER ACCENTED WITH TOOLED SADDLE LEATHER.
Karavan
KARAVAN FASHIONS inc.
347 5th Avenue
New York, N.Y. 10016
(212) 244-7883
(watch KARAVAN HANDBAGS on the PRICE IS RIGHT, the $20,000 PYRAMID & LET'S MAKE A DEAL - T.V. game shows as gift prices)

HOOKER

PICK UP AND TOUCH A SOF-CAF HANDBAG

AND YOU'RE "HOOKED". SURPRISINGLY SOFT,

A PLEASURE TO TOUCH . . . by

TANITO

...young by design

TANITO LTD., 21 East Thirty Third Street, New York City 10016 (212) 684-3750

We're Hooked on Sports...

...not the regular ones like tennis and golf. We're into sensational new ideas in **sportive timepieces...**

We have **Couture Sports...** sauvage straps; jewel eyed animals; wide cuffs in basketweave and enamels; a hand-painted Dyna-mite collection.

We have **Active Sports...** natural leathers, woods, stones, mixed metals, hardware looks.

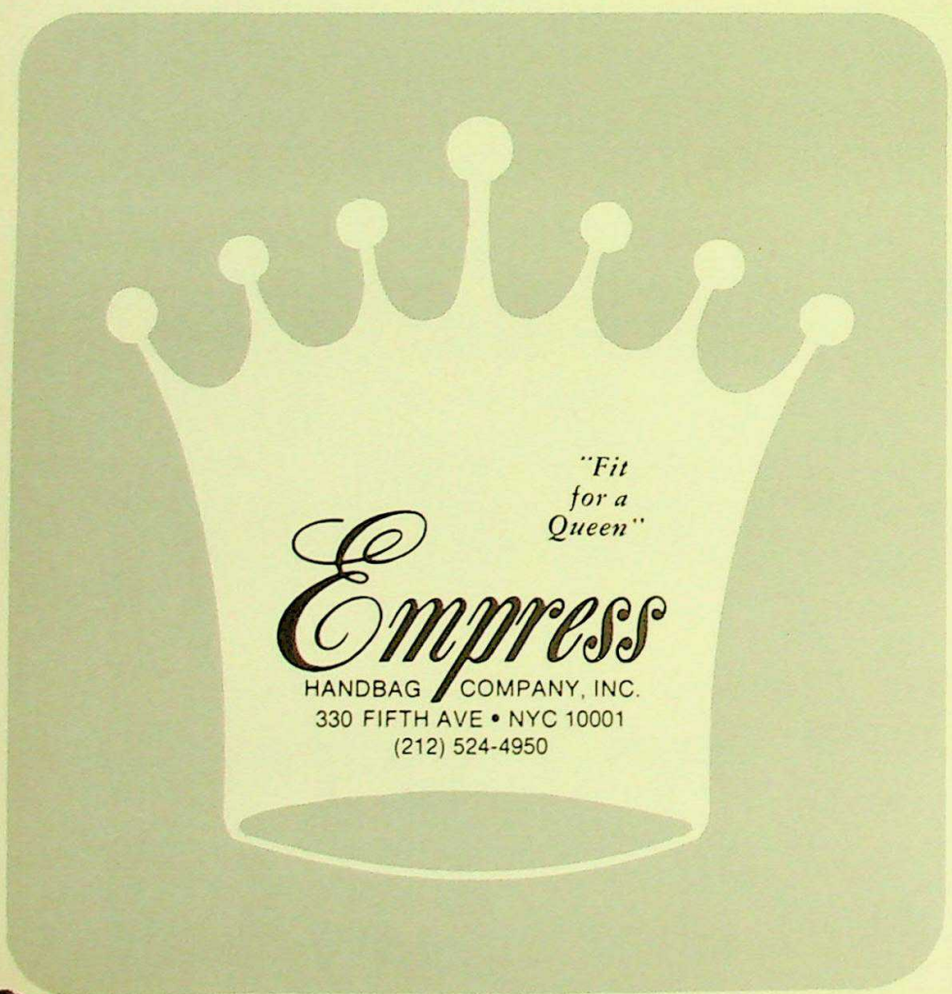
The **Evening Sports** group is luxurious in enamels and rhinestones in high fashion jewel colors; satins and stones; cuffs all-a-glitter.

Come look. **Dynasty** is alive with the most ingenious new collections ever. (We didn't even mention the tie-ons in thongs, silks, ropes...)

DYNASTY

389 FIFTH AVE., N.Y., N.Y. 10016 – (212) 532-9712

A Division of Montrex Corporation



News & Notes

(continued)

Jack A. Levin & Assoc., Inc., a major wholesaler and developer of the three day "blitz" sale, has established a new division in Sidney, Australia. The "blitz" is a three-day weekend sale preceded by four days of highly concentrated television advertising, all of it focused on the one item being offered. Items marketed by JL&A in this fashion include authentic American Indian jewelry, CrownTec L.E.D. watches and ear piercing promotions.

Managing director of the new firm, located at 104 Bathurst, is Phil Birnbaum. Sales representative is Frank Seres of Drummoyne.

Pavanne has announced the appointment of Joel Rosenberg and Dennis Green as sales representatives. Mr. Rosenberg will service the New York City, metropolitan area and Mr. Green will be concentrating in the mid-Atlantic region.

Dinner for forty at the Spindletop in New York on April 29 and then on to the Palace Theatre for Shirley McLaine's show. That's the way Rob Friedlander and Andy Pizzo of **Jewelry Concepts** (Accessory Street) said "thank you" to resident buyers and friends that had worked with them during their past five years in business. The company is moving to new showrooms at 389 Fifth Avenue this summer. They will show fall lines at 396 Fifth during market.

Palizzio Handbags Co. has announced the following appointments to their sales organization: Bert Seltzer, sales director; Bernie Gilbert, West Coast; Martin Rudy, Midwest; Murray Camhi, Southeast; Jef and Sandi Keirn, Southwest; and Max Weinstein, Mid Atlantic.

The **B'nai B'rith Fashion Accessories Lodge** # 2547 has announced its new officers: pres. Myron Saifman, first v.p. Allan Wollheim, second v.p. Claude Hagelberg, third v.p. Sid Gans, fourth v.p. Milt Feigin, fin. sec. Sy Kaplan, corr. sec. Don Lebowitz and rec. sec. Iz Blinder.

Ocean Imports has named Moncef Kefi as national sales manager. Ocean Imports markets leather bags from Brazil and polyurethanes from Korea. They are located at 10 West 33rd St., sharing a showroom with European Casuals.

Jeffrey Lawrence Assoc. has announced the appointment of Ms. Thelma Melishen as sales director of Lawrence Bentley, the handbag division of Jeffrey Lawrence. Ms. Melishen was the handbag buyer of Allied Stores for the past 14 years.

Mr. S. Stephen Susong has been elected president of **Corral Sportswear**. He will direct Corral's three divisions: Jo-O-Kay Western Leather Jackets, Buckboard Fashion Leather Casual Wear and Western Leather. The latter features handbags and wallets for both men and women. Corral is a subsidiary of El Dorado International.

Charles Belt Co. has been awarded the "Welcome Back Kotter" license for belts, handbags and small leather novelties. Alvin Mandel, president, stated that all items will be available for back to school promotions.

Bounty Imports, Inc., has moved from 330 Fifth Ave. to 347 Fifth Ave. Bounty is a manufacturer of polyurethane and suede handbags.

Richmark Handbags has moved from 347 Fifth Ave. to a new showroom at 320 Fifth Ave., Suite 1005.

White Dove Turquoise Co., Burlingame, Calif. has abandoned the traditional turquoise necklace for a new offering of the stone, cut in a variety of shapes and sizes, including crescents, crosses, stars and hearts. Any shape may be custom made; standard necklaces at $12.50 wholesale.

Jerry Jacobsen has been named sales manager for the Walborg Corporation. Mr. Jacobsen formerly was president of Bobbie Jerome handbag company, which is no longer in business.

The Apparel Center, "the world's largest, year-round wholesaling center for women's and children's apparel," will open later this year in Chicago. It is being developed by the Joseph P. Kennedy family adjacent to their world-famous Merchandise Mart.

At the heart of the Apparel Center are 11 floors of permanent showrooms that span the twin towers of the new complex. Merchandise will be categorized by floor and sections for buyer convenience. There will be an International Fashion Center, of which the European Fashion Fair is an important component; a "California Floor"; a floor of high fashion lines; a men's and boys' wear floor and a floor featuring infant's and boys' wear.

An elaborate, full-scale Model Store will present retailers with the latest in space planning, product presentation, in-store displays, color effects, lighting and accessories. The Model Store will serve as a free idea center for Apparel Center visitors.

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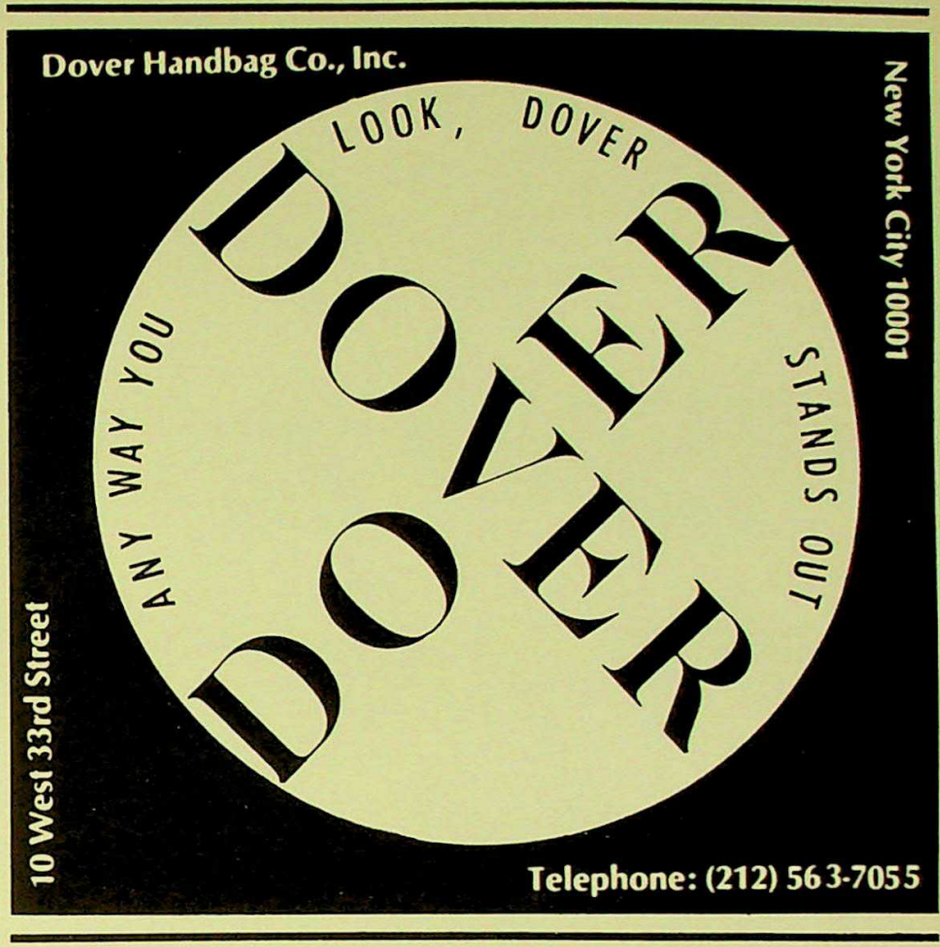


Smart is beautiful . . .

Burlington's new fall handbag line combines smart styling with lasting beauty that keeps your customers with up-to-the-minute fashion. Leathers, suede and leather and canvas and leather (shown here) are only a sample of what's to come . . . See them all at our showrooms.

To keep up with fashion . . . keep up with Burlington.

burlington

BURLINGTON HANDBAGS, INC.

330 Fifth Avenue New York, N. Y.
Phone: (212) 564-5417

News & Notes

(continued)

RETAILERS

The psychology of selling and practice in leading a sales training session will be featured in a **Management Institute** program to be held at the University of Wisconsin-Extension, July 27-29.

The three-day seminar "How to Train Retail Sales Personnel" will delve into understanding consumerism, need-satisfaction theory, marketing strategies, consumers of the future and conducting a training class.

Speakers include Leslie E. Martin, Jr., president of Martin/Browning Co., Inc., Management and Marketing Consulting Services, Middleton, WI; Prof. Ronald Stampfl of the graduate school of business and family resources, Univ. of Wisconsin; and Dan Kaplan, Jos. Banks Clothiers, Washington DC.

For more information, write Management Institute, Univ. of Wisconsin-Extension, 432 N. Lake St., Madison, WI. 53706.

Mervyn's department store chain announced that it will open new stores this fall in Santa Rosa and Reno (Mervyn's second in Nevada), to bring the chain to 34.

The former, a new 52,700 square-foot Mervyn's will be located at 800 Farmers' Lane in the Montgomery Village Shopping Center on State Highway 12.

The new 74,300 square-foot Mervyn's in Reno will be located in a new shopping center to be built at the intersection of Moana Ave. and Kietzke Lane.

Now in its 27th year in business, Mervyn's has opened 19 department stores in the past five years.

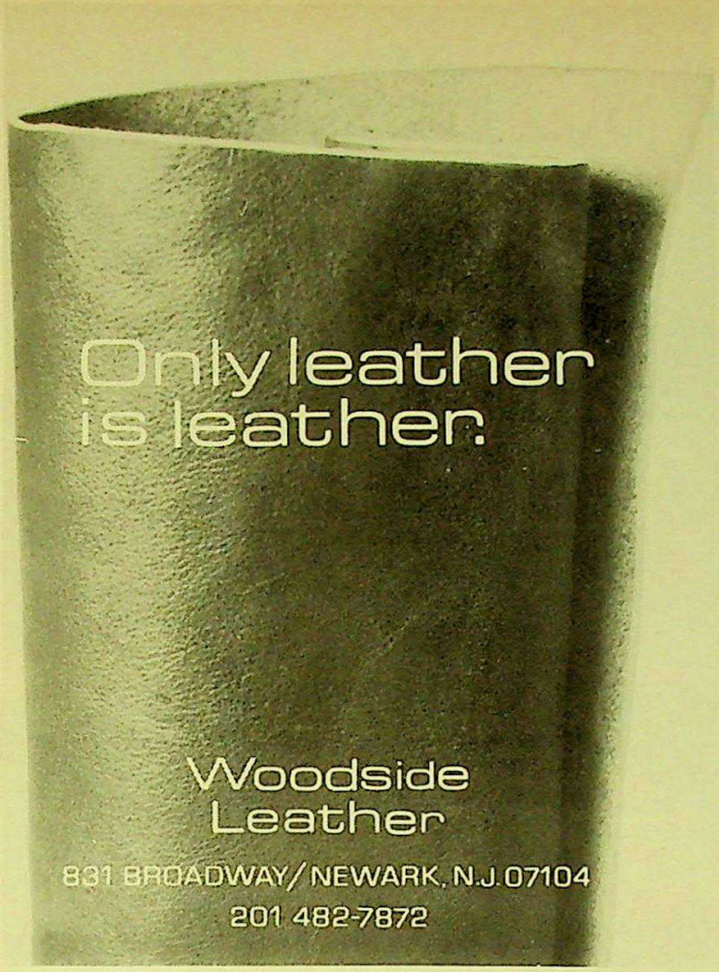
Jack A. Levin, chairman of **Jack A. Levin & Assoc., Inc.**, and Leonard Straus, president of Thrifty Drug Stores Co. announced that Thrifty has purchased from JL&A approximately 40% of the outstanding capital stock of the Akron and that Richard Ralphs, formerly chief executive officer of Ralphs Grocery Co., has purchased a substantial interest in the Akron stock from JL&A.

Majority control of the Akron, a Western U.S. chain of 28 specialty merchandising stores, was acquired by JL&A last August.

SUPPLIERS

Terrence C. Smith has been named corporate advertising manager of **Compo Industries, Inc.**, Waltham, Mass.

(continued on page 74)



Be sure to see
Pakula
Fashion Jewelry
FAST DELIVERY ON CURRENT FASHIONS

NEW YORK	CHICAGO
389 FIFTH AVE.	218 S. WABASH
(212) 889-5980	(312) 939-6460

OTHER SHOWROOMS

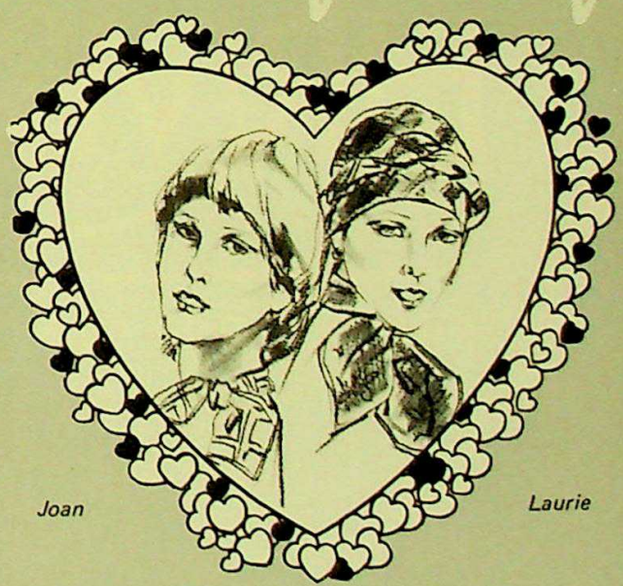
ATLANTA
CHARLOTTE
DALLAS
DENVER
LOS ANGELES
MIAMI
MINNEAPOLIS
PROVIDENCE

Pakula

..ELEGANT HANDBAGS..

contessa
330 Fifth Avenue New York City 10001
Telephone Area Code 212 736-8160

Seads of Scarfs



To Wrap, To Tie, To define the Body
In a Potpourri Of Color and Fabric

CaroLaurie
ACCESSORIES LTD

SHOWROOMS:
Charlotte Salt Lake
Dallas Chicago and
Denver Los Angeles Marts
New York 385 5th Ave. (212) 532-3920

Lou Taylor INC.

HANDBAGS

Regional Showrooms
CHARLOTTE
ATLANTA
DALLAS
LOS ANGELES
CHICAGO

General Offices & Plant
1795 West 8th Avenue
Hialeah, Florida 33010

Office & Showroom
330 FIFTH AVE.,NEW YORK 10001
Phone 868-7767

HRM

WHEN YOU BUY HANDBAGS
TO RETAIL FROM $9 TO $17
FIRST SEE HRM FOR THE LATEST
CONTEMPORARY FASHION
STYLES AND COLORS.

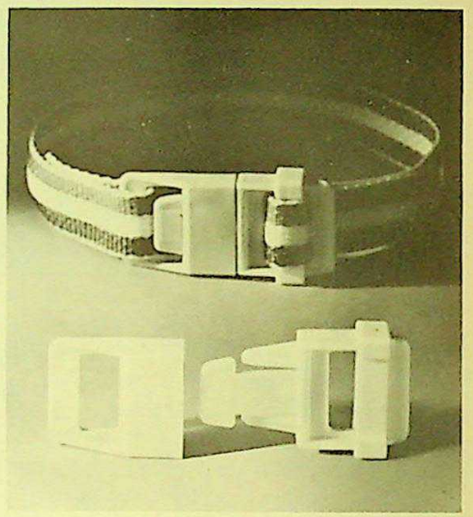
THE HRM COMPANY
33 EAST 33rd ST NYC 10016 (212) 684-1980

News & Notes

(continued from page 72)

Compo is a diversified manufacturer of machinery, adhesives and components, with extensive interests in shoe and apparel production machinery, flow molding systems and injection molding equipment.

Fastex, a division of Illinois Tool Works, Inc., has designed a new QR-1 belt buckle which fits one inch webbing. Molded of plastic, this durable buckle is smaller and lighter than other types and is made for quick and easy insertion and release. The buckle has been UL recognized and accepted for use on Coast Guard approved personal flotation devices. It is designed for backpack waist belts, car top carriers and sailing gear. Fastex is located at 195 Algonquin Rd., Des Plaines, Ill. 60016.



An inventor from Detroit has solved an age-old problem—not enough umbrella to cover two heads. **Invention Marketing Inc.'s** latest invention development is the "Dubblebrella," made of course, for two. Details may be obtained by contacting E. Friedman, Invention Marketing Inc., 415 Smithfield St., Suite 205, Pittsburgh, Pa. 15222.

Owen Fett has been appointed plant manager for **August Barth Leather Co.**, New Albany, Ind., manufacturers of vegetable tanned leather. Barth is a subsidiary of Caldwell Lace Leather Co., Auburn, Kentucky.

Sommers Plastic Products Co. has announced the return of Hy Schecter as sales representative.

FINANCIAL

Jaclyn, Inc. reported record sales and income for the third fiscal quarter and for the nine months ended March 31, 1976.

Net sales for the third quarter were $10,600,300, compared to $9,036,200

reported a year ago. Net income for the quarter ended March 31, 1976 rose by 20.1% to $631,200 or $.51 per share. This compares with $525,600 or $.43 per share reported a year ago.

In the nine month period ended March 31, 1976, net sales were $31,-704,800 compared to $23,927,600 reported for the same period in 1975 and net income climbed to $1,865,900 equal to $1.51 per share. This compares with $1,295,600 or $1.05 per share a year ago. Earnings per share in all periods are based on 1,237,869 shares outstanding.

Compo Industries, Inc., Waltham, Mass. announced increased sales and a profitable first quarter which ended March 31st. Net revenues increased to $6,326,259 compared to $5,747,952 for the same period in 1975. Net earnings were $67,568 equal to $.11 per share from a loss of $291,613 or $.46 per share reported last year.

Compo is a diversified manufacturer of machinery, adhesives and components with heavy interests in shoe, apparel and industrial production machinery.

W.R. Grace & Co., the international chemical company, announced that sales and earnings for the first quarter of 1976 were lower than the same quarter last year, but still the second highest first quarter in the company's history.

Sales on operating revenues for the first quarter ended March 31, 1976 amounted to $790,374,000, a $64,821,-000 or 7.6% decrease from $8,555,195,-000 in the first three months of 1975. Net income was $28,384,000 compared with the restated $34,414,000 last year, a decrease of $6,030,000 or 17.5%. Earnings per common and common equivalent share amounted to 80 cents against $1.10 as restated for the corresponding period of 1975, a decline of 27.3%.

Consolidated Accessories Corp. has announced a 14% increase in earnings from continuing operations on a 10% increase in sales for the fiscal year ended January 31, 1976.

Earnings from continuing operations were $981,777 or $1.87 per share, compared to the prior year's $862,821 or $1.57 per share. Sales from continuing operations in fiscal 1976 were $25.2 million compared with $22.8 million in the previous year.

Consolidated's merchandising services are conducted through three operations—the handbag and accessories division, the Le Nar Jewelry Co., Inc., subsidiary, and Rhealee Accessories Corp., another subsidiary.

(continued)

kadin

KADIN BAGS IT...for your young market
KADIN HANDBAGS, 20 West 33rd Street, New York, N.Y. 10001

For the Fashion of Today,
look for TRIO of California
Soft Leather Handbags!

LEATHER
By
TRIO
OF CALIFORNIA

1737 E. 21st St., Los Angeles, CA 90058
Phone: (213) 747-7243
Showroom: CAL MART, A915, (213) 623-6136
Chicago: (312) 372-0875
New York: 320 5th Ave. Rm. 900
(212) 279-8145

one of the most
original collections
Imported Purse Accessories • Handbags
SEND FOR A FREE COPY OF RIMCO'S
NEW EXCITING BUYER'S FOLIO
Showrooms:
Los Angeles – California Apparel Mart
New York – 172 Madison Ave., Suite 403 (212) MU5-4969
Dallas – Dallas Apparel Mart
Chicago • Denver • San Francisco • Miami • Atlanta
FOR QUALITY • DETAIL • DELIVERY
RIMCO
MAIN OFFICE: 5973 So. Western Ave.
Los Angeles, CA. 90047 (213) 778-1772

There is a difference. PRICE.

Made in U.S.A.

PROMOTIONAL FASHION TOTES by Lady's Pride®

SHOWROOM: 10 West 33rd St., New York 10001, Rm. 1010, (212) 563-3078
OHIO BAG CORPORATION 154 Post Ave., New York 10034 (212) 942-4200

News & Notes

(continued)

P.S. Just a personal note *to my friends in the industry...as we go to press with this issue my wedding is one week away—May 22nd. By the time you read this, my new name will be Mrs. Roy Makowsky (in my personal life) and just Renee Brown to you. To keep things simple, I'm dropping Prowitt and will use Brown—the name I've had the longest! You may have noticed this on my editorial page.*

I've known Roy, my husband-to-be, 20 years—we first dated in college when I was a freshman (we don't believe in rushing into anything!). By the way, we're being married on a ferryboat.

I wish all my friends in the accessories industry could be there to share that special day with us. But since that isn't possible, next month, look on the last page for pictures...''Get me to the boat on time!''

THE VALUE OF ADVERTISING

ADVERTISING AGE reported recently that companies with strong advertising programs were hurt less in 1974.

AA, the advertising industry's leading trade magazine, said, ''Over a seven year period, stocks of major national advertisers — those with strong national consumer brands — have performed much better than the total market. During this period (1968-1975) the Advertising Age National Advertiser's Index rose 10.8%, while the New York Stock Exchange Index, which measures all stocks traded on the Big Board, dropped 19.2%.

The article went on to point out that ''the up and down movement of advertiser's stocks is more gradual than the movement of the market, generally registering slightly smaller gains when the market is strong, but much smaller losses when the market is weak.''

For years, advertising people have struggled to make the point to management that strong advertising programs not only produce sales but also protect against losses. AA's study is one more arrow in their quivers.

come to the ocean

NEW YORK SHOWROOM:
10 W. 33rd St. (630) • (212) 594-5294

LOS ANGELES SHOWROOM:
110 E. 9th St. (A•1011) • (213) 627-3267

BRAZILIAN LEATHER:
Finest quality, soft and supple.

POLYURETHANE:
Great styles and value.

Ocean Imports, Inc.

CARRASCO!

An irresistable couturier collection of the softest leathers from Uruguay.

Valerie

ACCESSORIES, INC.

330 FIFTH AVENUE • NEW YORK, N.Y. 10001

SHOWROOM TELEPHONE:
212–695-1535

Show Calendar

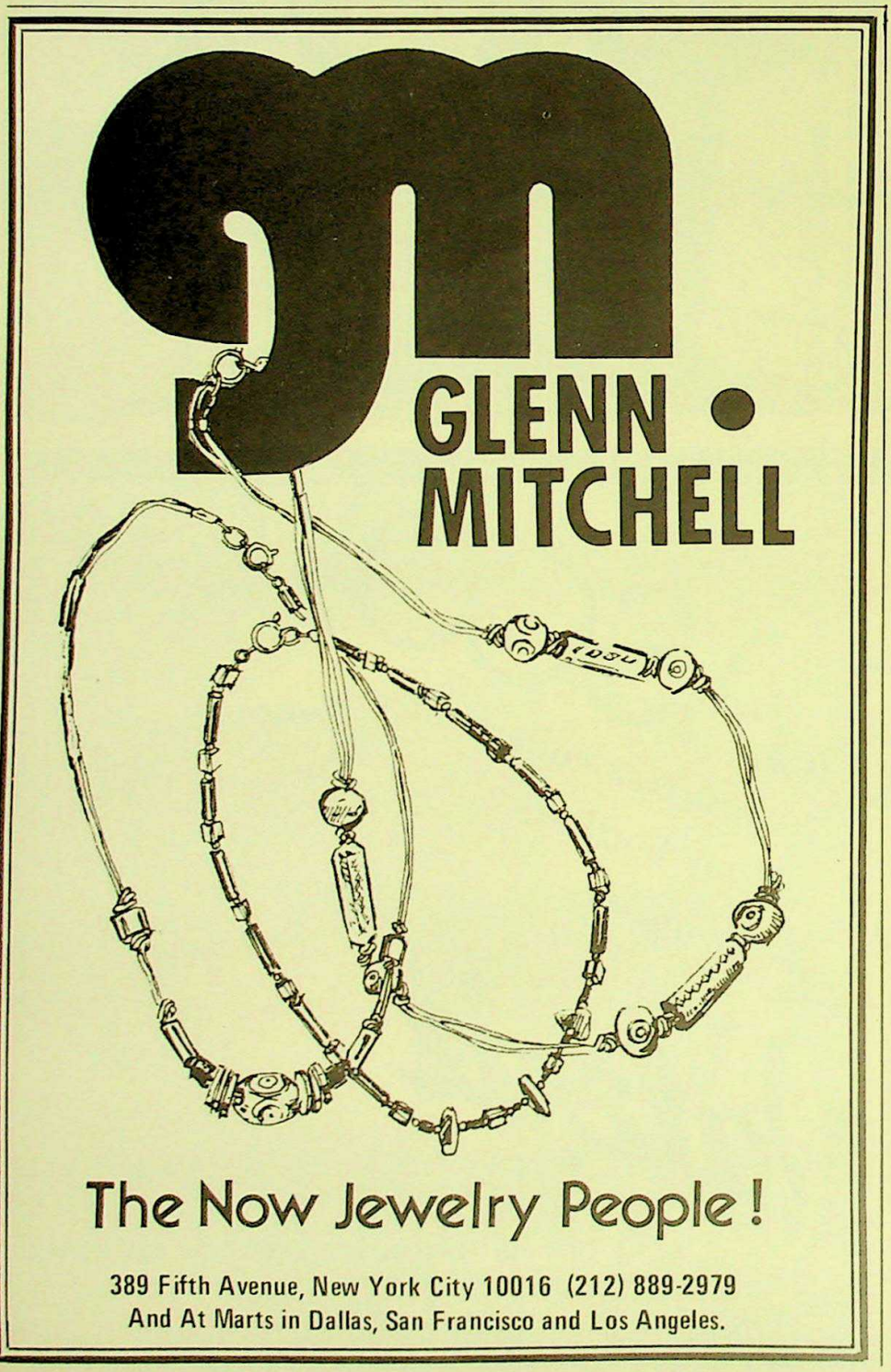
29th Mipel, Italian Leathergoods Show
June 4-8
Milan Fairgrounds
Pavilion 30
Milan, Italy

Grosvenor House Antiques Fair
June 9-19
Park Lane
London, England

International Gift Show
June 13-17
New York Hilton
New York City

China, Glass, Giftware Showroom Show
June 13-17
225 Fifth Avenue
New York City

Mid-Year China Glass & Gift Show
June 20-23
Convention Center
Atlantic City, New Jersey


GLENN • MITCHELL
The Now Jewelry People!
389 Fifth Avenue, New York City 10016 (212) 889-2979
And At Marts in Dallas, San Francisco and Los Angeles.

11th Annual Northeast Craft Fair
June 21-27
Dutchess County Fairgrounds
Rhinebeck, New York

Washington Gift Show
July 11-14
Sheraton Park Hotel & Shoreham Americana
Washington, D.C.

Professional Arts, Crafts & Indoor Plants Show
July 27-August 1
Pacific Design Center
Los Angeles, California

Chicago Gift Show
August 1-6
McCormick Inn, Palmer House & McCormick Place
Chicago, Illinois

Luggage & Leather Goods Show
August 8-12
International Centre
Toronto, Canada

New York Gift Show
August 15-20
New York Sheraton and New York Coliseum
New York City

Gift & Decorative Accessories Show
August 20-September 1
Miami International Merchandise Mart
Miami, Florida

International Leathergoods Fair
August 28 - September 1
Offenbach, Germany

Florida International Gift Market
August 29-September 1
Miami Merchandise Mart
Miami, Florida

4th Hellenic and International Fashion Fair
September 1-4
Caravel Hotel
Athens, Greece

California Report (continued from page 14)

backdrop for good merchandise presentation. Interior walls, overhead beams and fixture-top platforms are utilized for display of clothing and coordinated accessories. Of particular interest are the unique merchandising techniques that have proven successful in moving several hundred accessories units each week.

Clever Display Area Helps Handbag Sales

Handbags are contained in an ingeniously designed nook employing an accordian-angled framework studded with pegs. This allows a large amount of inventory to be on view and easily accessible to the customer.

Meyer and Franco are proud of the fact that weekly handbag purchases add up to nearly 150 pieces chain-wide. At present, no evening or tailored styles are stocked. Straws appear to be strong items for spring and summer, and Franco is buying about 30% cloth and 70% leather (including suede) for fall. In spite of the overwhelming presence of fabrics in the market, Mr. Meyer still feels the customer is going to be looking for a good leather bag, and Rix Rack plans to offer an ample selection in the $20-$27 range. Ms. Franco deals almost exclusively with California handbag manufacturers, contending that service and delivery are dependable and styling is excellent.

Scarves are presented in a novel way — looped along the lower edge of an old medical ear chart. (Why scarves here and not earrings? You'll have to ask Rix Rack.)

Sales attest to the success of the scarf at Rix Racks. Ms. Franco comments: "We're selling tons of scarves...as fast as I can get them in, they go out. Twenty-two inch squares have been best; I can't keep solids in the store; a lot of the sublestatic prints are good. I've tried them all. I think I work with one of the finest scarf lines, which is Items by Al Beres. I just received another 40 dozen scarves in this morning, and within two weeks, the stores will be screaming for more."

In addition to the "ear chart" display, intertwined scarfs adorn the jewelry showcase and salesgirls in several of the stores wear them tied in a variety of ways. Suggestive selling and scarf-tying demonstrations have increased multiple accessory sales tremendously. "There seems to be no resistance to price," said Ms. Franco. "I know Rick was shocked that we were selling five-, six-, eight-, ten-dollar scarves. He said he could remember when they were two dollars. But they sell! The cheapest scarf I have in the store happens to be five dollars." Although shawl sales are negligible, Ms. Franco does plan on trying the six foot oblong and the 72" square. She has found that the basic pongee fabric is her best bet — gauze was not received well. And, in spite of the bi-centennial overkill, Ms. Franco claims she can't get enough red, white and blue to meet the demand.

Accessibility: Key Word in Jewelry Sales

In the jewelry department, the stores move over 1600 units a week (up to 2600 during holidays) — mostly chains. Meyer and Franco attribute a large portion of these sales to the fact that the jewelry is displayed right on the wrapping desk within easy reach of the customer. Numerous impulse sales occur while the customer is waiting for her package.

Rix Rack is on a programmed system with Carole, Inc., and is quite pleased with the track record of the Contempotique line as well as the attentive service Rix Rack receives from Carole personnel. The majority of the stores feature chains neatly suspended at eye-level on the spokes of an old wagon wheel — consistent with the decor, and a good solution to the usual wrapping desk tangle. Other suppliers are SAJ and

(continued)

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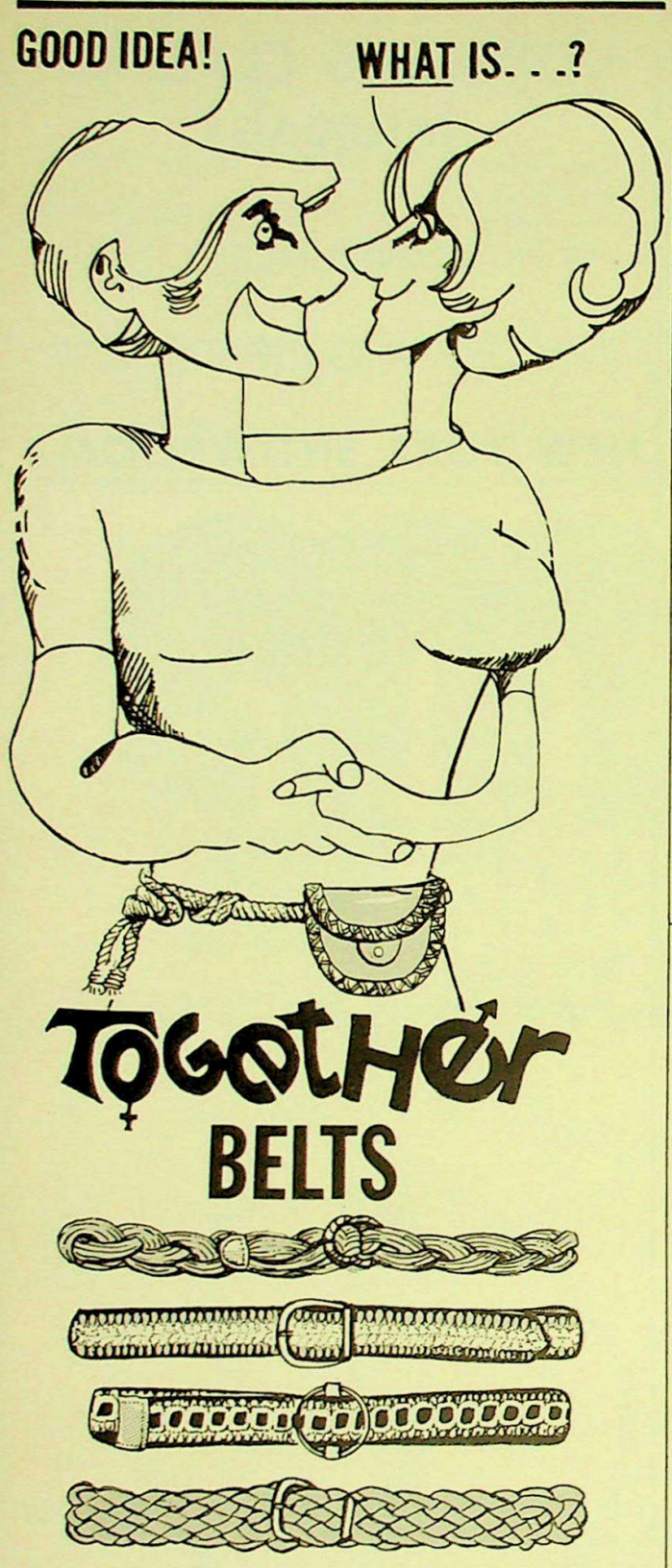

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(continued)

Krasne, the latter being the exclusive resource for watches — the most recently added jewelry item for Rix Rack.

Meyer and Franco decided to test watches last summer and found the customer response most favorable. The selection of novelty styles range in price from $40 to $75 and are good window dressing items.

Future plans are to expand further into the missy market that the customer survey showed they are now serving. The survey was taken late last year and involved several thousand shoppers who voluntarily filled out a brief form asking what was purchased, what the customers would like Rix Rack to carry, the customer's age, and a store atmosphere and service rating. Mr. Meyer feels that this growth allowance into the missy market will allow him to better serve his clientele and will give him an edge on the massive competition in his current bracket.

Changes in accessories buying strategy would include venturing into the tailored look in handbags; and in jewelry — antique gold a la 1928 (which Ms. Franco finds does not suit their current customer), plus locket and tiered strand looks.

Mr. Meyer attributes the store's tremendous customer loyalty to the personal follow-up that has been religiously adhered to. "Everybody who makes a purchase in the store gets a thank-you from me — we write them a letter thanking them for their purchase. It costs a lot of money, but it's brought us a lot of good will. We let them know that we 'give a damn.' " He estimates an average traffic flow of 100 customers each day per store. The mailing list contains in excess of 20,000 names and is maintained by hand. The list is also used for periodic mailers announcing sales.

It appears that Rick Meyer has come up with a combination of good public relations and original merchandising ideas that add up to a success story for Rix Rack.

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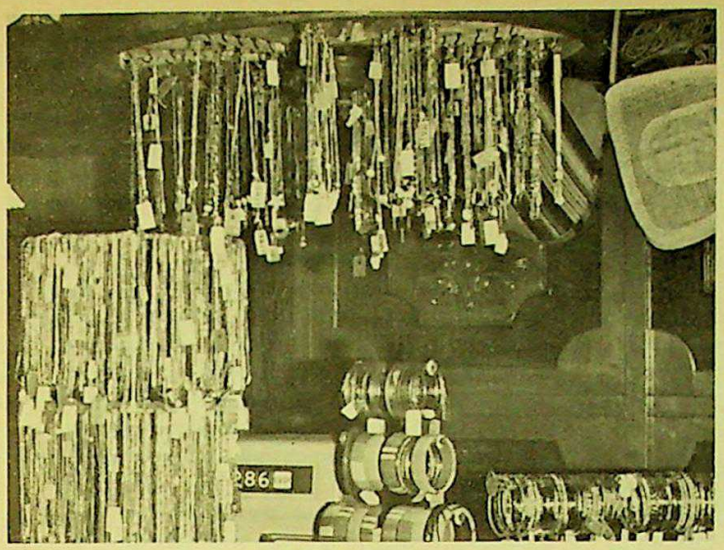


Chains and bangles at Rix Racks — displayed right at the check-out counter to take full advantage of impulse sales.

Midwest Report *(continued from page 14)*

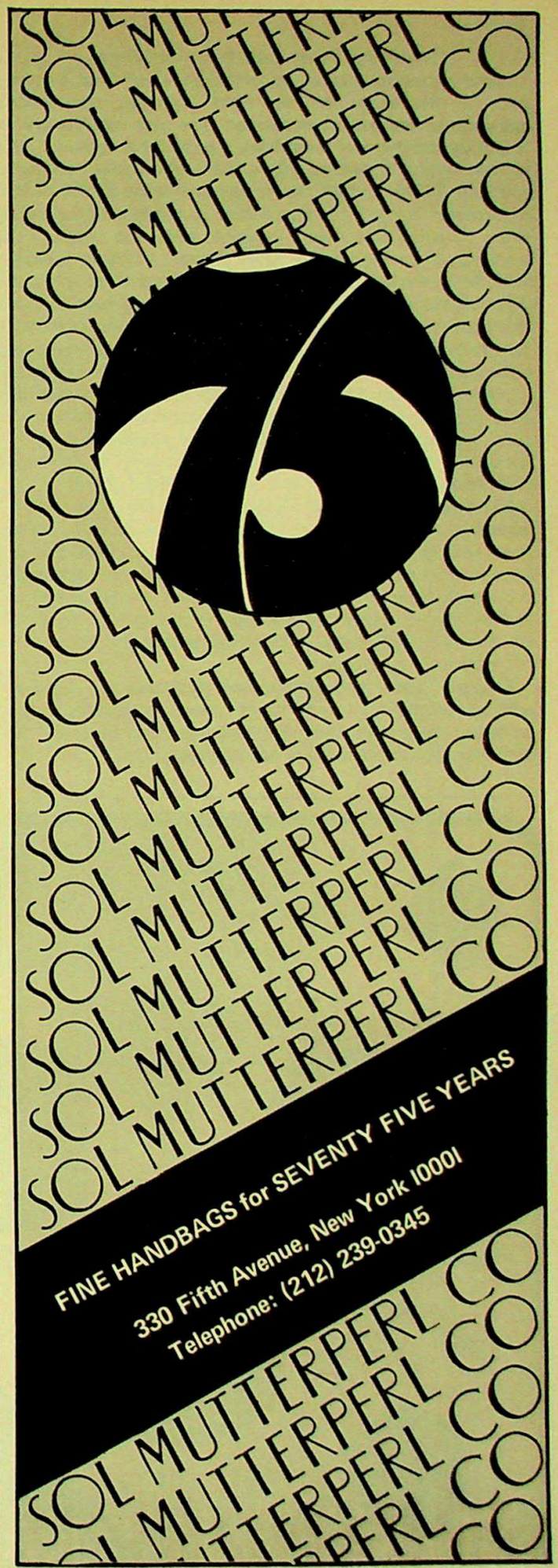
It's that one-step-ahead philosophy that adds to the excitement of the year-old accessories boutique. Bette Fogle, accessories buyer, sums up Handmoor's attitude: "Although we educate the majority when it comes to accessorizing, we have a lot of well-traveled, sophisticated customers who educate us by bringing us in contact with new resources. Some of these resources prove to be a fantastic boon for both of us."

Tip on Umbrella-Selling

This flexibility carries through in display and occasionally results in a "wonderful mistake." Umbrellas were opened and placed high on a ledge to keep them out of the customers way. The intriguing designs caused such attention that the umbrellas "sold like crazy."

The accessories island is bounded by a unique custom-designed rosewood storage cabinet with glass-enclosed sliding shelves. Scarf colors and jewelry are easy to see and head mannikins illustrate different looks. Customers are invited to browse inside the middle aisle for their handbag choice. *(continued)*

Put your umbrella up! Effective umbrella display happened by accident—umbrellas were put up on walls to save space, and sales went up too.



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High-Salaries for Sales Personnel Works

Sales personnel play an important part and beat a steady path to the area for the right touches. Handmoor's saleswomen are not commissioned. The high salaries are an incentive and many of them have a buying background. This is most helpful in dealing with a client who thinks nothing of spending $4000 at one time for seasonal looks ($1000 of that for accessorizing). A recent addition to the Handmoor family is the inclusion of a special buyer to cover the needs of the working girl in the nearby Sears Tower. There is always a sales table alongside of the accessories island for merchandise that has not moved in two weeks. Twice a year, January and June, a storewide sale draws customers from far south to far north thanks to the mailers and eye-catching newspaper coverage.

Keeping on top of the rapidly changing jewelry market isn't easy but Ms. Fogel finds that semiprecious stones such as coral, jade and carnelian as well as wood, shells and ivory mix with the preferred real gold and silver jewelry. Prices range from $6 to $300 for silver and $10 to $600 for gold.

Extremely popular at present are the "baring it" accents—long bikini length chains paired with a tiny initial. Also selling well are ivory bangles, neck rings and 2" hammered cuffs. Deco has its fans with gold and silver combinations in earrings with wings, balls, inicles and steps. Customers are always encouraged to mix gold with silver. It's a sophistication that is practical and in the case of the deco designs, a natural.

Fragrant jasper and sandlewood necklaces are displayed with carved shells on nylon ropes, paper orchard shells, and porcelain shells with silver. Fall features onyx, tigers eye and carnelian as complementary accessories to rtw.

Hats are the fun category and the inevitable jute and rough-textured straws are enhanced by a variety of scarves. Salesgirls demonstrate by wearing the hats in the store with scarves tied under the chin peasant style, over the entire hat, under the hat tied in back and covering the crown of the hat. A peppy water repellent combo has hat with matching reversible body-hugger bag. Brightly colored crochet caps are another category.

Body Wrapping

While 24" to 26" is the best seller, scarves are going to great lengths for slinky body wrapping. Bigger is better—especially a silk triangle for $20, and a moroccan-inspired cotton that can tie skirt-like around a bathing suit or be a triangular hip wrap or a halter top. Braids and twists continue for turban effects. Ms. Fogel's commitment is to let the designers lead her into the new directions, consequently here enthusiasm is high for innovative styling.

Handbags, including those of the straw market, move to classic, sporty looks—clutches and totes with bamboo handles and leather trimmed cane. Gatsby-reminiscent peach-tinted leathers group alongside of oyster white handbags in a smashing display. Hobos, mother-of-the-bride small swingers and a myriad of zippered, compartmentalized short shoulder favorites are in the $20-$350 range.

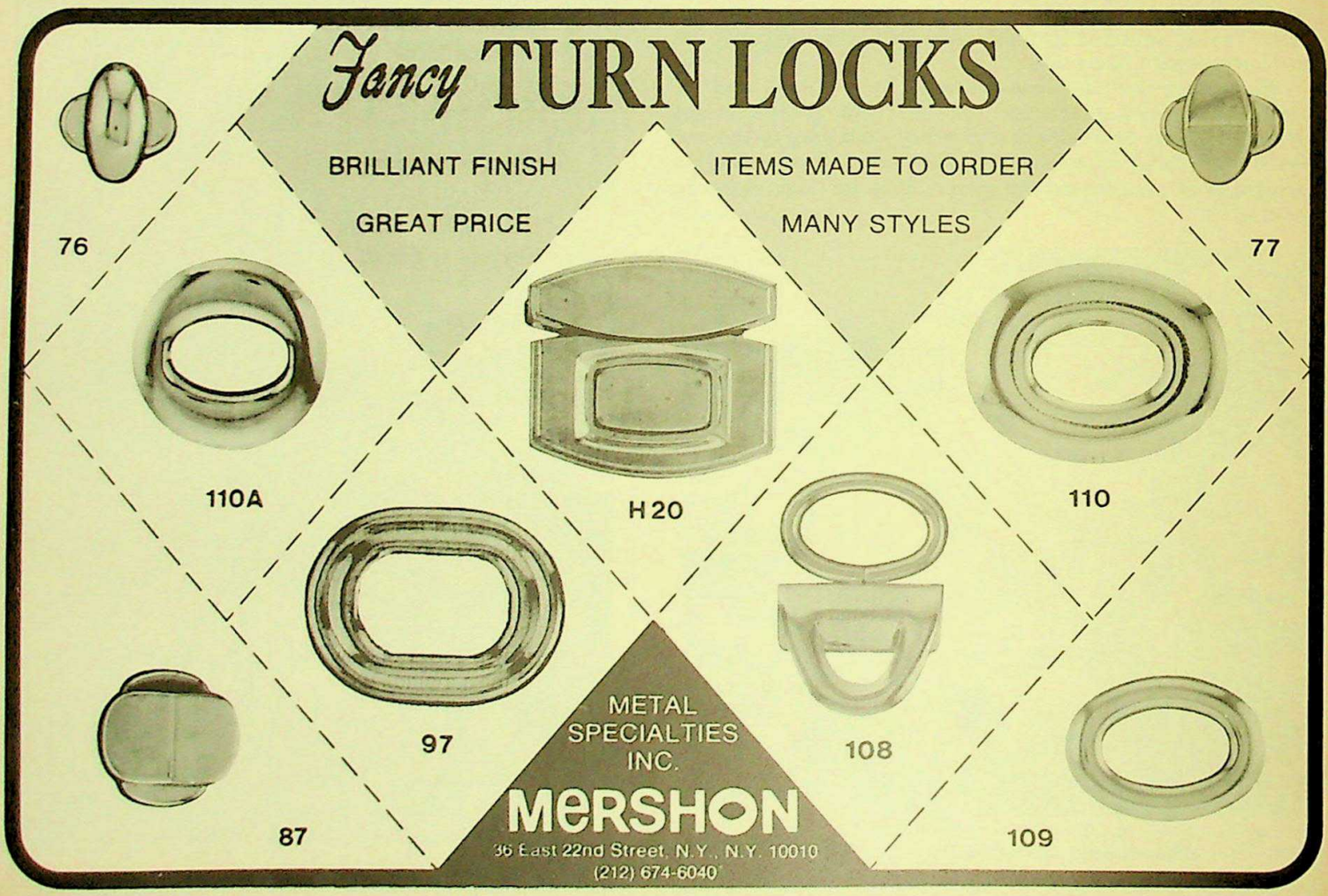
Rust and camel sell best year round while fall concentrates on burgundy, grey and more of the newer flesh tones.

Scenic delights are viewed with large rimless aviators in smoky and brown toned shades with a corner rhinestone initial. Signatures have also taken over for rainy days and big block initials look best on khaki and black umbrellas. Those with unusual shaped handles double as walking sticks.

Jewelry at Morrie's

Morrie's is at it again—the wizard of Devon Avenue has

(continued on page 84)



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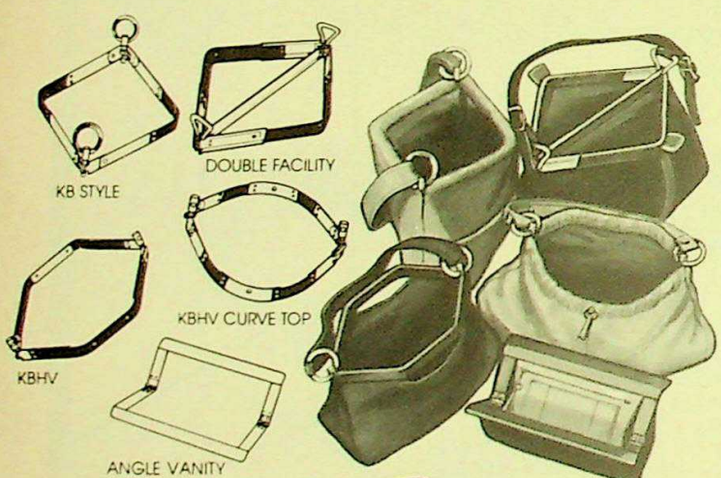

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Midwest Report *(continued from page 82)*

unveiled a beautiful setting for today's magic makers—an ultrasophisticated, sleek jewelry store that brings a little bit of North Michigan Avenue to the area. Chocolate velvet-lined showcases are set like paintings on white stucco walls. Each case illustrates fashion's works of art—a different accessories story. Subtle interest is created by a rear modular carpeted seating arrangment set off by a mirrored wall for customers to peruse their precious jewelry investment.

The average shopper at Morrie's is not a fickle will-of-the-wisp faddist. She likes her jewelry real, and Sheila and Melinda, buyers, do an artful job of presenting a choice of classic pieces. Number one category to date is the pave story—gold initial rings, heart necklaces and thin, square gold bangles with pave on top. Silver addicts like their sterling polished and hammered in cuffs, tiny chains and 2¼'' initial pendants. Large horseshoe earrings have been reordered twenty times and are still selling like the proverbial ''hot cakes.''

Experimentalists, slowly accepting the mix of gold and silver, have gone a step further to include pieces of ivory in chokers, collars, pendants and bracelets (especially an ivory life saver on thin silver chain).

The 30'' belly chains, navel teasers for bikinis, double as fine neck chains for summer T's.

Accessories Specialist

Morrie's has also initiated a new concept for sales servicing —an accessories assistant who has the specific job of bringing accessories to the salesgirls. This has removed accessorizing from the occasional category to the essential category where it belongs and proved another plus for Morrie's.

Morrie's new jewelry store — with accessories framed on walls

Southeast Report *(continued from page 14)*

Ms. Fierst considers forecasting a salient aspect of the buyer's task. Early this year, the media predicted that 1976 and 1977 will be critical years. Information like this causes buyers to wonder about fashion trends and merchandising techniques...will the Ethiopian/Moroccan trends continue, is the fanny wrap a flash in the pan...what about off the shoulder designs?

Future marketing plans must consider such factors as current social trends, estimates of population increases or decreases, increasing marriages, ''two wage earner'' families and mobility, as well as the expanding singles market.

''Such intelligent forecasting enables buyers to buy at the best price, at the right time. However, without someone to sell merchandise and someone to buy merchandise, there is

no business nor profit,'' stated Ms. Fierst. Buyers who understand the dynamics of dealing with people are the successful superstars and recognize customers and employees as individuals.

A wise buyer is also an aware observer of what is going on around him or her. This awareness allows insight into what is happening in the community, among employees and their families and in the store or department. As an enthusiast, a buyer generates the spark that motivates his people. This enthusiasm encourages sales, inspires sales people, and above all, conveys the importance of each individual.

Today's new set of values places top priority on integrity: a promise is a legal pact — honesty and keeping your word are of prime importance in all dealings. As one who fosters self esteem, a buyer tells people they are needed and appreciated. A habit of public criticism of employees results in low self esteem and mediocre effort. ''A buyer's role as teacher and trainer can really pack a wallop if done right,'' Ms. Fierst stated.

Discussions about market week, current trends and merchandise expected in the store or department are important to employee knowledge. Equally important, however, is PR training. Ms. Fierst suggests allowing each employee a morning off to shop the competition. Then ask for a report evaluating the competitor's approach, presentation, attempts at suggestive selling, closing and final feeling of good will. ''An experience like this is an eye-opener,'' said Ms. Fierst. ''And just watch what happens to your employee's attitudes.''

A star buyer is above all a communications expert. Ms. Fierst cited findings of a recent study stating that the average person spends only a total of 27 minutes per week actually listening, talking and accomplishing. Optimum communication entails sitting down and involving people, really discussing and bringing things into the open. ''Pointing a finger accusingly accomplishes nothing and the accuser should wonder if he is partly to blame for an error,'' explained Ms. Fierst. Assuming others understand is unfair. People want and need direction.

Ms. Fierst ended her remarks with her description of quality merchandisers as those who look and listen with eyes and ears open, have confidence in themselves, do not live in the past, forgive, control tempers and above all share — smiles, a sense of humor, praise, encouragement and their ''real'' selves.

Southwest Report *(continued from page 14)*

The handsome shop features red carpet and walls in black or gray paneling or geometrics. The idea is to let the traditional, bright Roberta colors provide contrasts. There are antique mirrors, lucite cases (many with special lighting), velvet sofas and chairs. In the entryway, two lucite cases display Roberta's famous reds in cut velvet handbags, scarfs and belts. Others show a collection of black leathers ranging from small clutches to big squashy travelers with rope and buckle handles.

''We have done a lot of business in clutches, and of course older women like the double-handled bags and attaches,'' says Mrs. Hunt. ''The 'Practical Promotion' which is priced at $340 and expands into three sides with zippers is also popular.'' Roberta's box calf bags in natural colors are other favorites.

The tickets are high, and customers do expect a Roberta handbag to last. ''We have some women who bring in handbags that are 20 years old and ask us to repair them,'' commented Mrs. Hunt.

(continued)

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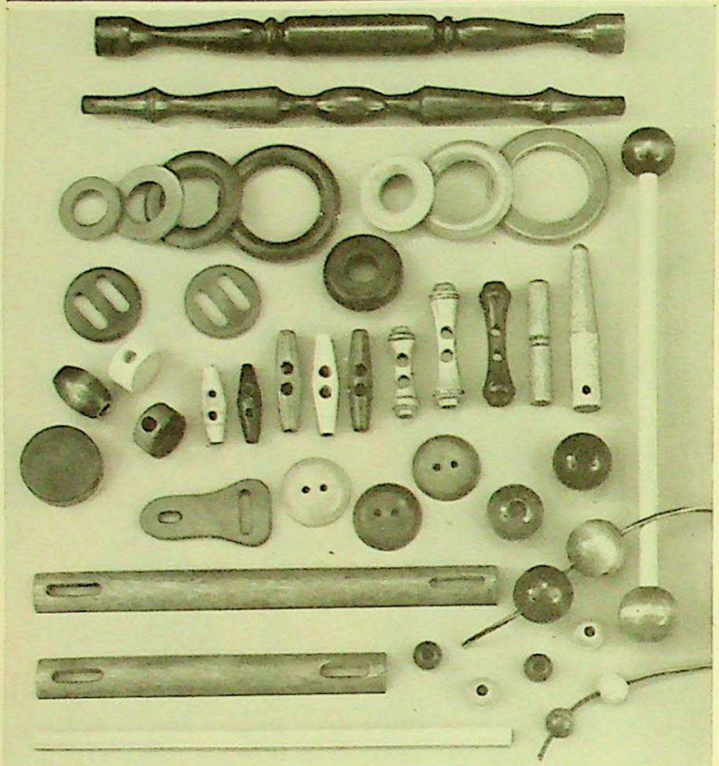
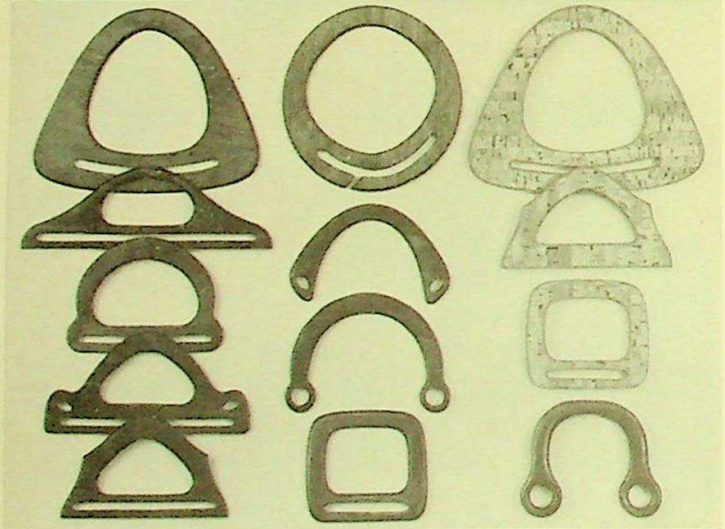


HANDBAG HANDLES IN WOOD



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(continued)

Among earrings, the gold and enamel ones with the Roberta R are favored and for summer, silver earrings are most popular. Another favorite is the necklace/belt combination item. The metal chain with tiny hanging drops can be worn as a belt, a necklace or even tucked under the flap of a little black clutch as a handle.

Many customers are pleased to learn that Roberta will design custom articles. Next winter for the social season, this shop will show men's velvet dinner jackets which match long skirts for women.

By contrast, Bess Cook's shop in Ruston, Louisiana, makes a frank appeal to *both* juniors and contemporary customers. Located across the street from Louisiana Tech, it has an Early American decor with shingled roof overhangs identifying the various departments. Accessories are placed at the front of the shop, behind the counter on glass shelves, while young bags are displayed with junior merchandise.

"We always believe in helping customers with their accessory selections," says Bess Cook, who, incidentally is selling more dresses and coordinates than pant suits these days. Customers are buying mostly vinyl handbags with short shoulders and some novelty linens by Letisse and Theodor. But clutches are selling better than ever. Major costume jewelery lines are by Herbert Stehberg, Whiting & Davis, and Direction I. Customers like the little nothing chains, bracelets in gold and fashion brights—straws, woven and painted. Scarfs, selling especially well in gatsbies and polka dots, are by Echo and Phyllis Ann.

The juniors at Bess Cook's shop go for young bags from Banner House and Carpet Bags in macrame, denim and hopsacking.

One of fall's strongest messages — haberdashery suit with velveteen vest and full print blouse, worn with straw hat. From Junior House, shown at the early fall market at Dallas Market Center.

THE MARKETPLACE

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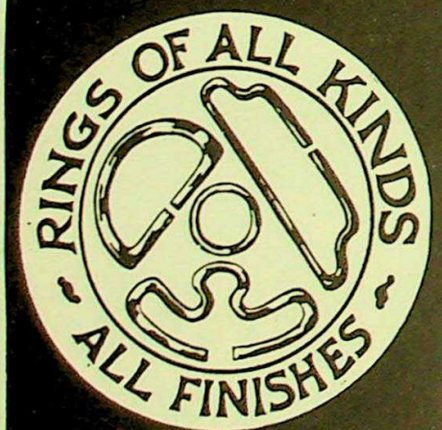

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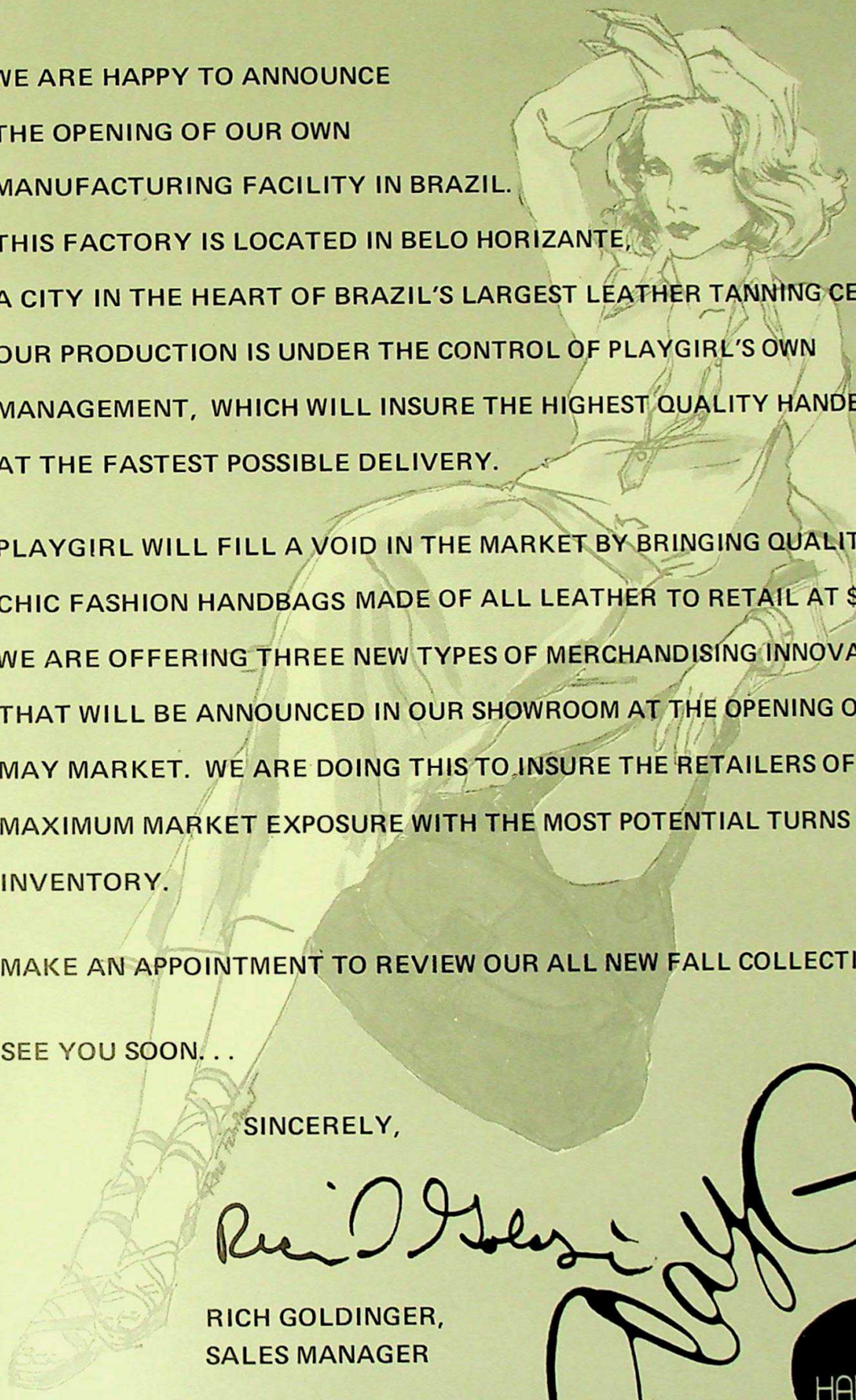

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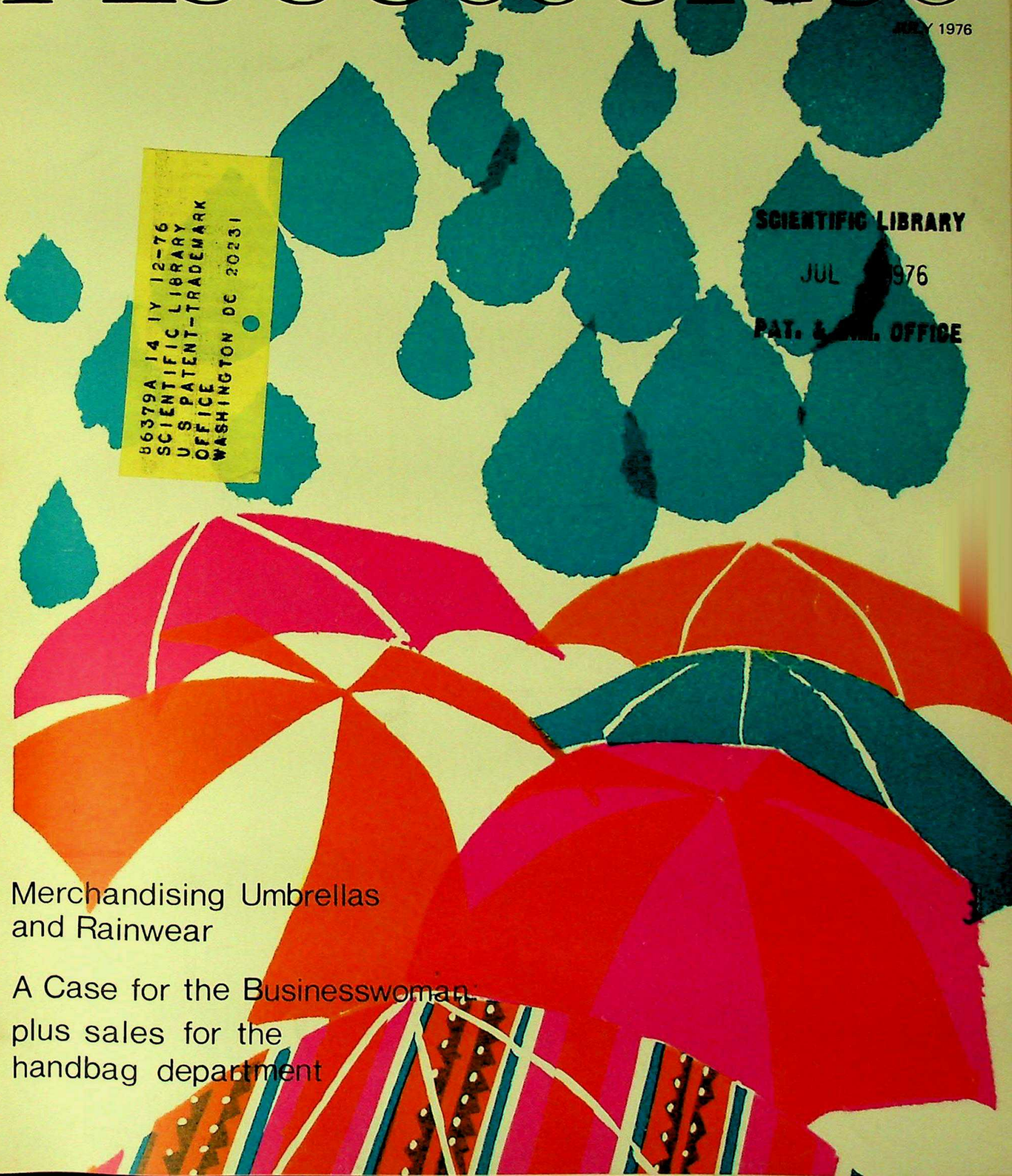

Merchandising Umbrellas and Rainwear

A Case for the Businesswoman: plus sales for the handbag department

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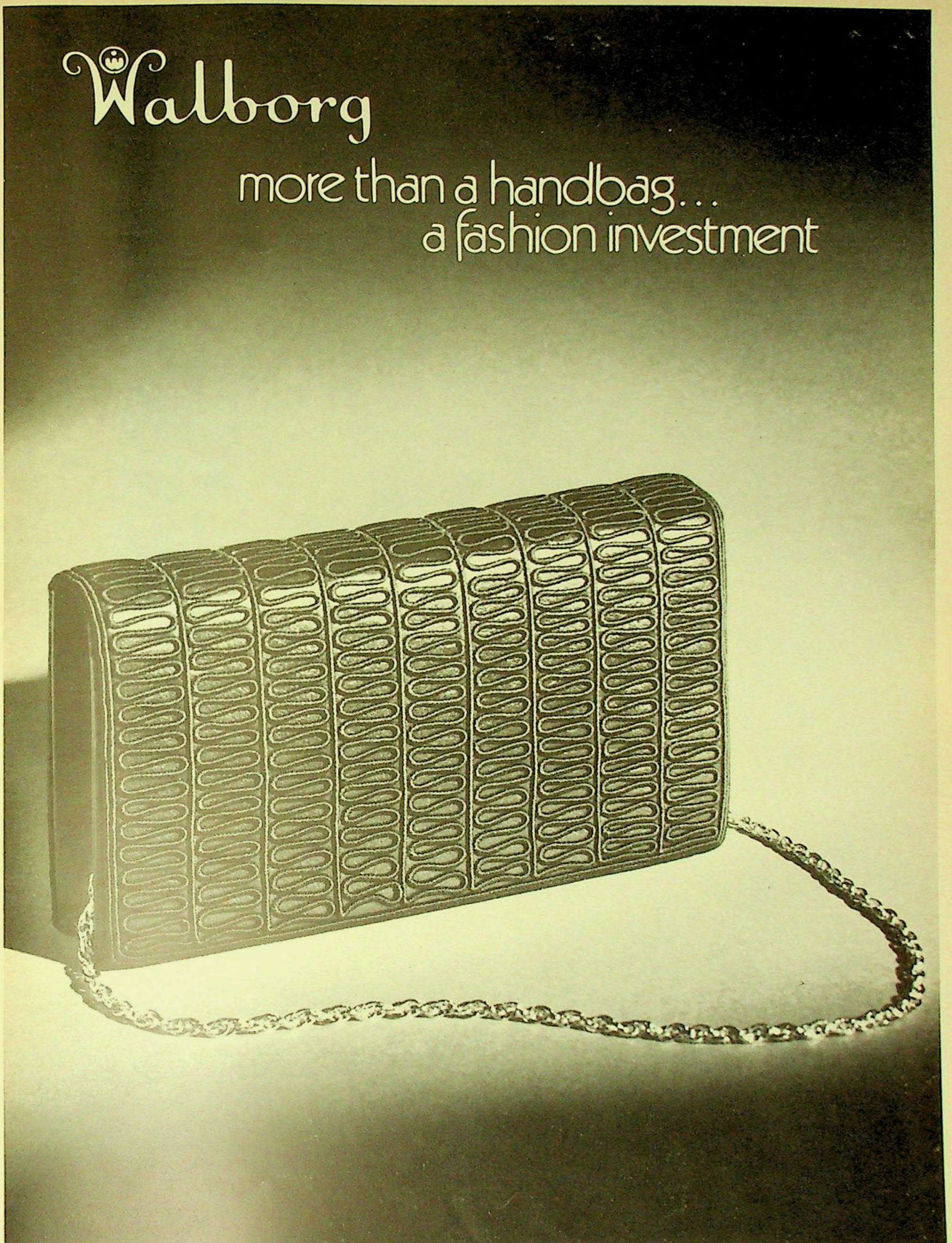

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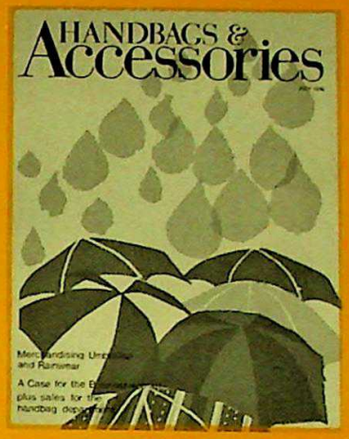

Our cover
"Raindrops are Falling..."
Artist: Sally Goodling

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Maverick Fashion Accessories
"Jeanie of California," consisting of fifteen junior shoulderbags and totes made from naked and tie-dye leathers. Highlights of the line are accents of serape and jute with simple lines and sturdy construction. Cal-Mart showroom, #A941.

Importa Ltd.
A new line designed by Agostino Calcinotto. Bags are sophisticated, generally smaller and bear multiple compartments. All bags are lined and directed at the contemporary customer. From $10 to $28. At 10 West 33rd St.

Tina Bags
A new leather line for the contemporary customer. Styling is sophisticated-casual in a slightly heavier tannage than garment leather. From $10 to $16. At 320 Fifth Ave.

JEWELRY

Diane Love
A new line of "cosmetic jewelry" designed by Diane Love for Richton. Applying principles of cosmetics to jewelry, this collection includes rings that elongate the fingers, earrings sculpted to each ear and matte finished metals, in colors and shapes designed to enchance the face. See it at 47 West 34th Street.

BELTS

Accessories by Pearl
Conrad Bell has designed a new line of belts, made out of ingeniously twisted electric wire. See it at 330 Fifth Ave.

COMING IN AUGUST

- Holiday Accessories Market issue
- Belts: New looks and trends for Fall/Winter 76/77
- Holiday jewelery, evening bags and gift accessories

COMING IN SEPTEMBER

- Special California feature
- Personal Leathergoods section

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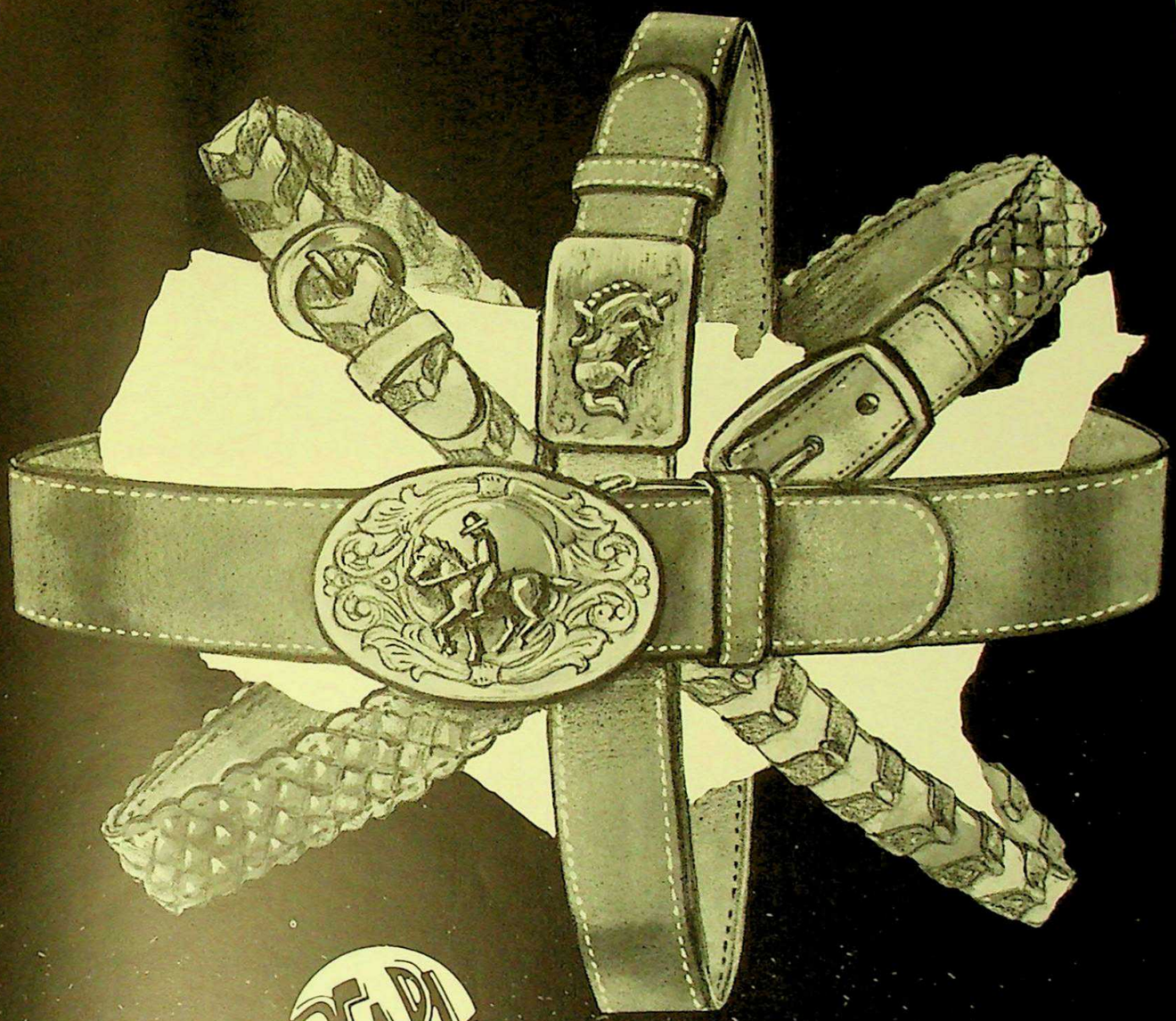
really "GET-AROUND" with BELTS



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Regional Reports

MIDWEST

By Joni Johnson

Chicago...A lot of fanfare and advance publicity preceded the May premiere of the National Fashion and Boutique Show at McCormick Place in Chicago. "This is the largest and most varied fashion showcase in the nation, with over 800 lines of men's and women's fashions, footwear, jewelry, accessories and gift items on display..." read the publicity brochure. This aroused Chicago merchandisers interest and many attended the boutique show for the first time in anticipation of seeing new and exciting lines.*What they viewed instead was a colossal shopping center without an anchor.*

Reactions varied from "miss the nook and cranny intimacy of New York show," to "too cluttered" and "too repetitive" to "wonderful—could breeze right through."

There was an enormous proliferation of ethnic fashions from Pakistan, India and Afganistan. Greek native American and sterling jewelry were more than amply represented. Denim booths formed geometric patterns of blue in an overall checkerboard arrangement. It was a little difficult to spot scarf and handbag lines; however, if one took the time they

(continued on page 56)

SOUTHEAST

By Carol Adams

Atlanta...A common theme weaves through the stories told by several owners of Atlanta-based accessory businesses. As the tales unravel, resemblance is in having chosen this business over other options and the common commitment to good quality and service.

May and Peter Lewitin spent four years learning about the jewelry business before forming Sunshine Creations, Inc. Then, with Ms. Lewitin's showroom experience and Mr. Lewitin's Wall Street backgound, the Lewitins chose to locate in Atlanta. Sunshine Creations aims to create a completely different and distinctive look in jewelry—designs are tailored, contemporary and sophisticated with a touch of high fashion at moderate prices.

The Lewitins expect fall sales to be best in their hand-polished pieces that dangle colorful epoxy enamel shapes. This group is an excellent example of the clean, classic look that is Sunshine Creations. The pewter collection maintains the tailored direction in a handcrafted fashion. Sequin neckwear sales soared in spring and are expected to

(continued on page 56)

SOUTHWEST

By Pauline Neff

Whoever would buy accessories must first understand ready-to-wear, Accessories Coordinator Ann White told buyers who attended the Apparel Mart's "Accessory Encounter" during the fall market. Then she proceeded to show, by way of live and slide presentations, just what those looks were. There were vested menswear shirt-suits worn with fedoras...new "underarm" handbags to accessorize a lady-like dress...worlds of interest in stockings, leg warmers and layered or textured legs as pants bunch up at the bottom or become knickers...many jumpsuits and skirts, all requiring belts.

Indeed, it will be a leggy year, with gathered pants fitting above cowboy boots, textured stockings drawing attention to lower-heeled dress shoes and legs that are layered with knee sox or striped leg-warmers which fit over jeans. Hot Sox offers textured panty hose while Asbury spikes the trend with boot toppers which are simply knit cuffs with no feet, and tube knee sox and bobby sox in colors.

(continued on page 57)

THE SUPER ORGANIZED CLUTCHRETARYS

THE HOTTEST ITEM IN WALLETS TO COME ALONG SINCE "THE GOLDMINE" and "THE CHECKRETARY"....

SUEDE PANEL
BREAKTIME

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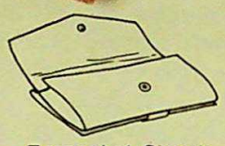

Expanded Clutch

INTERWOVEN PANEL
BREAKTIME

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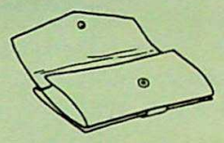
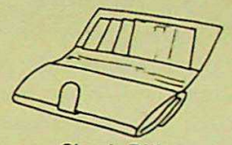


Expanded Clutch

BASIC
BREAKTIME



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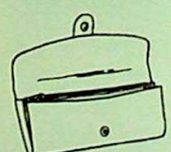
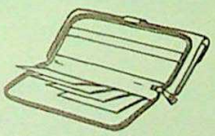
Center Zip Clutch

TOWN & COUNTRY



Center Zip Clutch



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3. They all have check, credit and photo sections.

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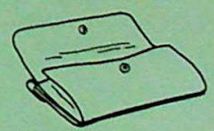
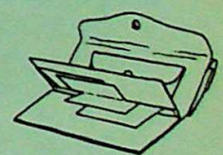
The SPACEMAKER



Hold All Clutch



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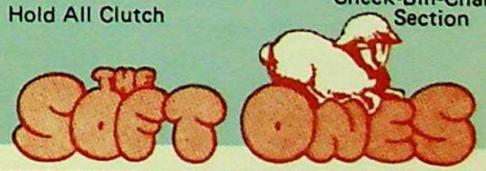

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California Accessories

By Diana Ho

California continues to produce fresh and innovative designs for handbags and accessories. Not only are the traditional four market periods becoming stronger here as a result, but the early seasonal showings are encouraging a kind of year-round creative spirit for both merchants and manufacturers. Here are just seven of the lines that look strong for fall and should be checked into for creative additions at holiday and early spring.

FASHION MERCHANDISING AT AIX

Francine Tolkin and partner Barbara Hirsch have obviously gone to great lengths to put together a thoughtful, rtw-oriented presentation for their line of handcrafted designer jewelry. A boon to buyers who make note of good ideas and use them in their own merchandising and display, the AIX collection makes good fashion sense as presented in organized story lines against the prints, textures and colors they were created to accessorize. Ms. Tolkin and Hirsch demonstrate a true awareness of the current rtw offerings. Looking at the innovative use of ceramics and geometric metals, it is evident that they have the technical and artistic knowhow under their belts, too. They are assisted in their Santa Monica factory by an artist and a former ceramics teacher.

AIX offers a mind-boggling selection of looks. Areas particularly unique include natural "River Rocks" in combination with semi-precious stones and colored cord, and "The Ethnics" featuring African leather pendants, painted leather bangles, amulet necklaces and macaroni ropes in offbeat fashion colors from Mexico and Spain. Another latin look, the Bolo, will probably continue to gain in popularity as it offers a new alternative to familiar chain looks as well as fostering new creations designed to be worn "swept away". AIX does its bolos in braided cord and leather with contemporary silver and stones.

"Found" items such as fishing tackle, S-hooks, springs and washers are put together into convincing tailored looks. Sterling silver earrings and pendants come up in punctuation marks and clean, contemporary geometrics. Another innovative merchandising touch—earrings in the sterling silver group are available in combinations of three to a card, matched or unmatched.

CAL THETA BRINGS PROMOTION EXCITEMENT

California Theta, a relative newcomer to the jewelry market, has burst in with a dramatic and exciting entrance. A romantic collection of authentic jewelry originating in the Russian steppes and the northern plateau of Afghanistan has been assembled into a dynamic trunk show by World Premiere, a subsidiary of Theta Industries. The show, called the Nomadic Collection, was an immediate success and is rapidly being booked across the country in better department stores. The Nomadic Collection sets a mood by offering intricately handcrafted pieces—each with a legend of its own—at reasonable prices (80% of the pieces retail for under $100). Cal Theta then follows up with its own line of manipulated costume jewelry that expresses the same historical consciousness by using findings from Afghanistan. The costume jewelry ranges from $18 to $180 a dozen at cost. World Premiere promises new and varied trunk shows as new trends develop.

Other areas of interest in the growing Cal Theta line include a comprehensive bracelet group featuring French acrylic cuffs, tortoise looks, Indian inlaid wood and enamel.

Cal Theta's earring program, complete with display fixture and exchange privileges, has been very successful. Button, hoop and novelty stud styles are moving quickly.

Genuine pewter promises to be an up and coming look, and Cal Theta is doing well with its group of pendants, bracelets and earrings retailing between $5 and $9. Another item to note is the "Body Chain" with 6 different "hip" sayings. A two dozen unit includes display fixture. The chains retail for $5 each.

CATHY—THE COORDINATED ACCESSORY LOOK

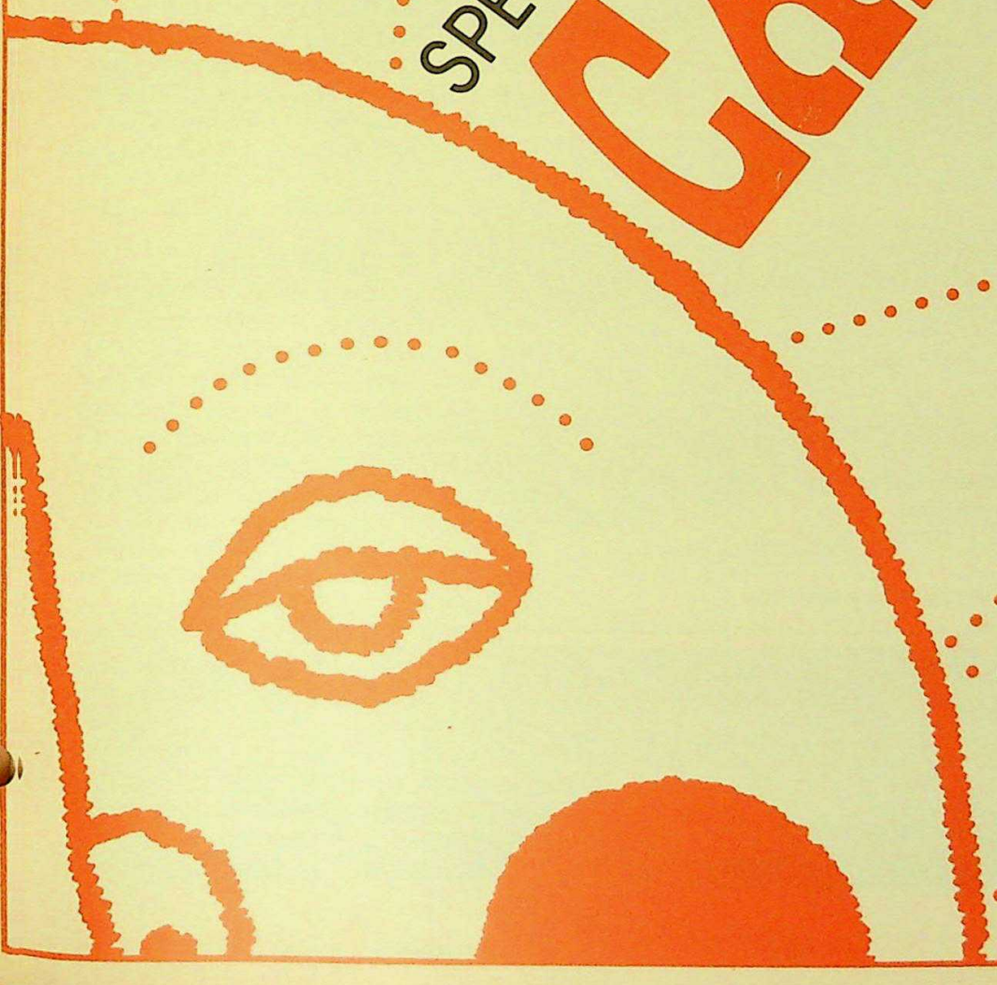
Quite a far cry from its first line of hair ornaments in '63 is Cathy Accessories' far-reaching collection of tops, scarves and headgear coordinated for a total look. Buyers beware! You may easily be spoiled by the prepared packet of designer sketches to aid in your selection and note-taking. It's such a helpful touch, maybe the thoughtfulness will catch on! Cathy also makes it easy for you to put together a coordinated department with tabards, ponchos and capes in rich wool melton plaids that go with well-priced tops in prints and fashion solids. Some of the headgear also gets into the coordinating act. Items booking well include the handkerchief hem top, fisherman top, pocket shawl and full circle poncho. A basic with a little extra is the 100% polyester jersey cowel-neck top with turned back sleeves. It is available in five new colors. Cathy's scarf collection is one of the best for fall with great menswear looks and a good selection of sizes and fabrics. The demi-scarf, a pre-folded 24" square without the bulk, is a Cathy original. Good quality control and reasonable prices are additional pluses.

(continued on page 42)

Impress Key Accessories Buyers BEFORE the CAG Early Spring Market

SPECIAL SEPTEMBER ISSUE FOCUSING ON:

CALIFORNIA!



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Contact Doug Greene at (213) 456-9495 for details on our extensive merchandising program to help stretch your advertising budget. Advertising deadlines: August 2nd for space orders; August 9th for furnished film.

ITALIAN WEEK AT THE PLAZA
where the appeal is to the carriage trade

Italy plays the match game — here the scarf tied at the hips has bright-striped umbrella to match; by Clemente. There was a great deal of accessories coordination by the show exhibitors.

The moment those leotard-clad models started down the runway under the great chandeliers of the Plaza's grand ballroom, the guests of the Italian Trade Commissioner saw what accessories can do. Belts, bags, scarves, umbrellas!

The fashion show and reception launched Italian Leathergoods Week on May 10th, and during the following four days, nearly eleven hundred buyers (1,093 registrants) visited the 32 exhibitors from Italy.

Favorable Market

At the last Italian Show in November, plenty of buyers had looked and some had sampled with orders. But now, besides finding more money available to them, the American buyers found such a favorable rate of exchange — the Italian lira averaged 850 — that they were getting what amounted to a 20% discount compared with last fall. So they bought in larger volume, pushing sales to an all-time high, according to Dr. Lucio Caputo, Trade Commissioner.

As always, buyers swamped Aldana of Florence for big shoulderbags and casual styling, especially appropriate to American tastes. They also liked the designs of Raffaelo Bettini, the young Florentine who first appeared last fall with his top quality leather bags to retail in the $60-75 price points.

(continued on page 14)

WHAT THE BUYERS SAW FOR FALL/WINTER '76

BELTS - Reversible leather
Metal links
Mostly narrow widths

UMBRELLAS - Big like golf umbrellas
Cotton fabric with water-repellent treatments
Brilliant colors, sophisticated designs

HANDBAGS - Size: not as big as last year
Shape: fewer frames, more curves, many with the squashy, no-shape look
Fabric: leather, new patented washable ultrasuede, knitted yarns
Colors: black, rust, brown, gray

SCARFS - Size: large—36 x 36
Fabric: cotton, chiffon, silk
Style: many to match Ms. attache, handbag, umbrellas.

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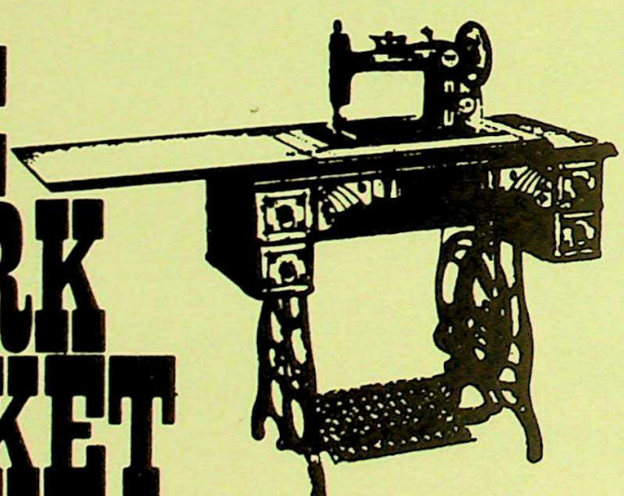

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Italian Week

(continued from page 12)

Small Shops Can Participate

Bettini, like some other exhibitors, accepts small orders but unlike many others, has an American representative to handle all arrangements.

"We take orders for three or four handbags and combine them with others," the representative was explaining to a buyer from Philadelphia's Main Line, adding, "Around Washington our bags do especially well in boutiques and exclusive Georgetown shops and also at such big stores as Woodward and Lothrop and Jelleff." Inquiries about Bettini can be directed to: *Flora Peterson*, 9160 Springhill Lane, Greenbelt, Maryland, 20770; (301) 474-3291.

Also besieged by buyers was another Florentine, *Morelli*, on the Via de Cadolingi, who offers an inexpensive line to retail around $40.

New Designers, New Shapes

A newcomer, *Bolnar* of Rome, was delighted by his initial success in the U.S. and so was *Lin Sergio*, a young Chinese residing in Bologna. *Zagliani* of Milan showed only patent leather and patent trimmed in suede, mostly clutches, in curving shapes like quarter moons shining in black.

Almost everywhere the points of the compass—north-south, east-west—are being replaced by circular shapes, and hardframe by soft and squashy bags, pull-string duffles and the "no-shape" look.

New Fabrics

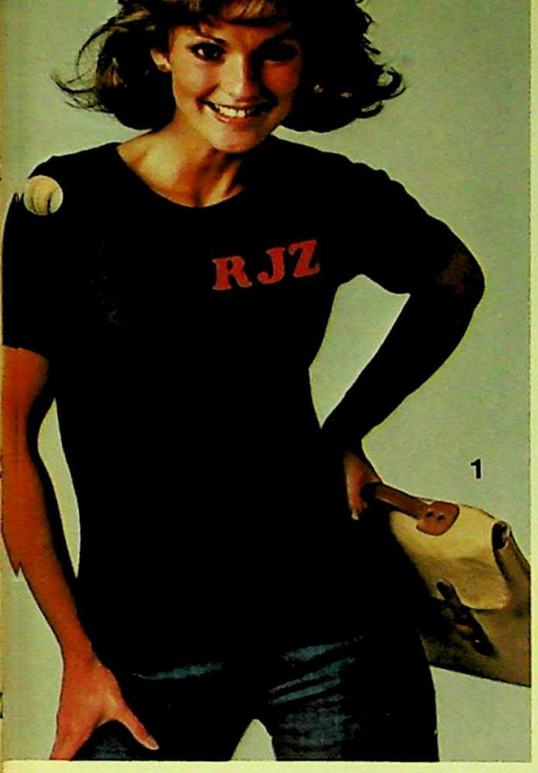
The Italian Trade Commission's fashion coordinator, Gabrielle Forte, introduced us to the newest fabric called *Cicala* which means "cricket." This is yarn knitted in striking autumnal designs, leather edged and leather lined, and there is a belt to match. From *Sanders*, Via Lanfranco, Parma.

A new patented and washable fabric that resembled ultrasuede is *Alcantara* in the collection of *Clemente*. This Florentine designer is represented in New York by *Enzio Givigliano*, 473 Park Avenue, New York, 10022, and in California at 306 N. Rodeo Drive, Beverly Hills, CA., 90210.

Alcantara comes in a complete collection from small travel accessories through bags and totes, Ms. attaches and suitcases in fascinating shapes. These shapes are achieved by a handsome brass frame *on the outside* finished with stunning hardware.

These Clemente collections are expensive but inclusive: most bags have matching or coordinated scarves in chiffon or cotton and also big cotton umbrellas.

(continued on page 16)



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1	1200T-SS	T-Shirt • 100% cotton	**7**	1400H	Rainhat • Cotton/Polyester
2	2600J	Rain Slicker • 100% cotton	**8**	2200B	Attaché • Canvas/Leather
3	2600U	Matching Umbrella	**9**	3600B	Tennis Bag • Canvas/Leather
4	1300T-LS	T-Shirt • 100% cotton	**10**	1603	Macrame Shoulder Strap Umbrell
5	1801	Italian Stripe Umbrella	**11**	2500B	Duffel Bag • Canvas
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Italian Week

(continued from page 14)

A Magnitude in Umbrellas

Here at Clemente—and just about everywhere else—the size approaches that of the golf umbrella but the trend is away from the heavy *paisano* look of last fall toward more sophisticated designs in brilliant colors. I overheard buyers say their retail customers wouldn't flinch at those $60 price tags, although others were looking in the $20 to $30 price points. One importer is reported to sell umbrellas at $10 each wholesale, but buyers at Italian Week cater to a more exclusive clientele.

A Plentitude in Belts

The specialty of this particular show was belts—leather belts that reversed with a different color on each side. Take the belt off its buckle, reverse it and snap on again: one side black, rust on the other, or gray/pink, brown/orange or what you will. At *Barbieri* of Parma at $8 (first price) to retail here under $24. This same price holds for another reversible where the buckle does the flipping, from *Gianfranco Lotti* of Florence. *Nicholy* (Parma) showed an outstanding collection of belts like necklaces of jeweled or brass sections also in the same price range.

These brass belts are like jewelry, and the see-through links make them appear to match whatever is worn under them.

Most of the belts at the show were no wider than 1½'' but there were a few wide waist nippers of three to five inches. No matter what the size, the buckle made the belt: buckles in chaste geometrics of heavy brass!

A Scarcity in PLG

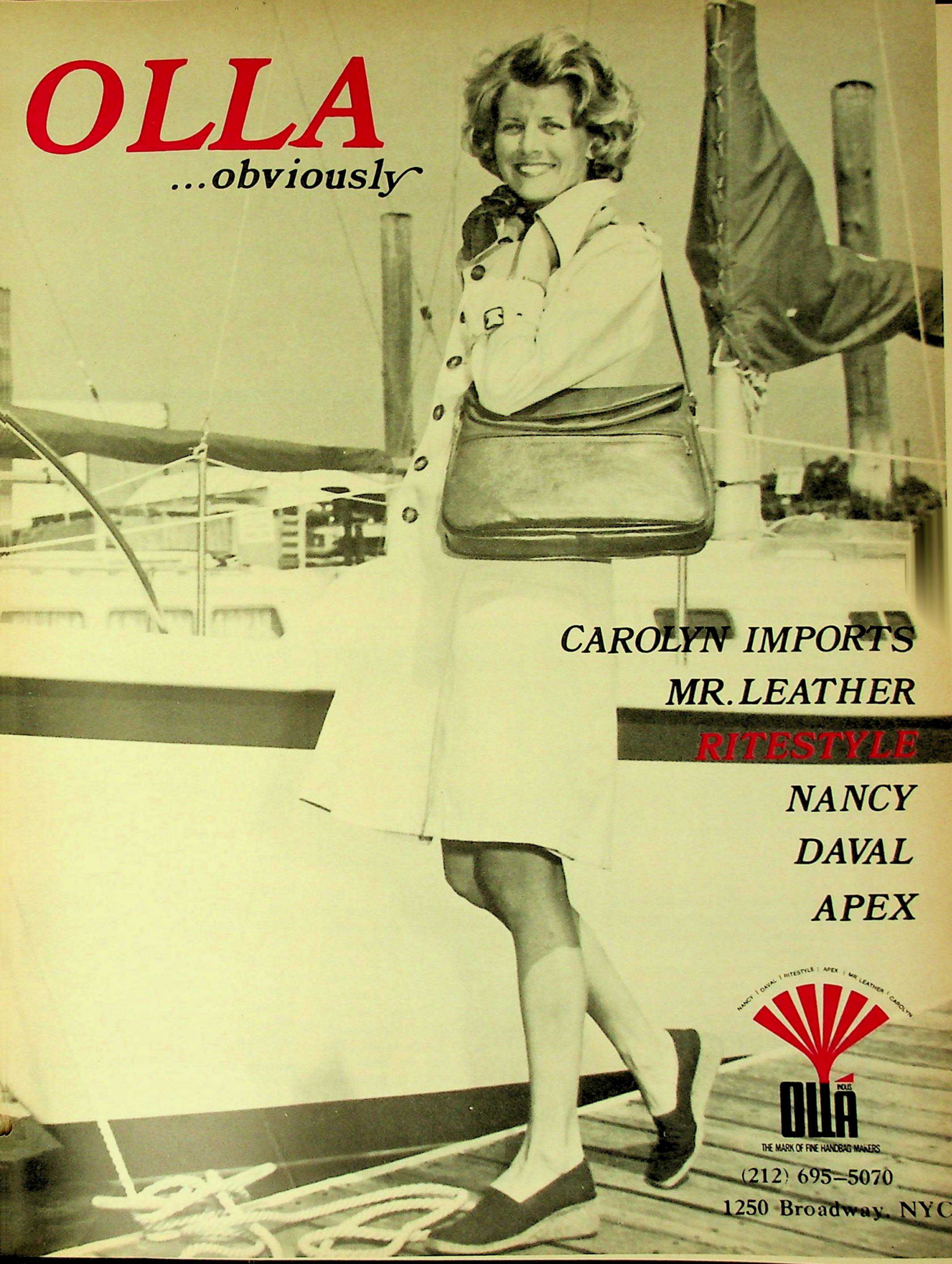
''Where are the small leather goods?'' boomed a ruddy-faced man buyer from the Midwest. Good question! Besides elegant wallets for men, and the small pieces in the haute couture collections, there was not enough for the demand. Only Morelli displayed the inexpensive, independent pieces that so many buyers are accustomed to ''picking up'' abroad.

Luggage was almost marginal but a collection (which included smaller bags) made of briarwood with leather, like the interior of a Rolls Royce, was the conversation piece that sold.

On with the Show

Buyers who hung around hoping to pick up ''floor samples'' cheap at the end of the show were disappointed, because after four days in New York the Italian Leather goods Show headed for a tour of three days each in Toronto, Vancouver, and Montreal. From there it was back to Milan for the 29th MIPEL, June 4-8.

By Barbara Hart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THE DESIGNERS •

If underwater treasures are your bag, there's no need to go deep-sea diving in the South Pacific to find them. **Judith Lieber** has designed a collection of shell evening bags that might have come from the court of Neptune himself.

The shells are a visual and tactile delight in a variety of curious shapes, textures ranging from ticklish and nubby to silky and smooth and marvelous rainbow colors that only the sea could create. One fascinating shell from the English Channel, called a denuded sea urchin, looks like a small cantelope, covered with tiny round pebbled nodules. One nautilus shell with its marbeled brown and white striping bears a close resemblance to a large cashew covered with zebra stripes. All bags bear delicate gold chains and may repose gracefully as a table ornament when not in use. Truly a treasure chest collection. At Judith Lieber Inc., 14 East 32nd St.

Tie one on...look what's being strung on cord this fall—everything! For example, bold and beautiful glass beads from Greece. The beads are enormous in vivid shades — deep teal, and wine — linked with metal on cord for striking new necklaces. The "Foreign Flair" collection, well priced at around $7-8 cost at **Jeffrey Lawrence**. "New Directions" jewelry at the same showroom features a new twist — twisted lucite — in ivory or jet with metal on — you guessed it — a cord, and at a good price of $1.50-7.50 cost. This line offers a new look in tailored jewelry too — mixed metals, again, on cord...at 389 Fifth Ave.

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Pendants are proliferating at **Eva Graham's**. Her semi-precious group on cord includes three distinctive pieces whose loveliness is challenged only by their versatility. Carmel-colored slices of carnelian, remaining after the cameos are cut, are handcut and polished into slender "twigs." These delicate slices of stone, resembling tiny raindeer horns are hung on gimp braid. The braid bears brass tips on each end which allows the wearer to wrap the necklace as she pleases, adjusting it to a number of lengths. Another similar necklace bears a halo of coral twigs, cut from the coral branch. Each tiny twig is handcut and polished and even its tiny hole is drilled by hand. An additional lovely item in this collection is a series of handrubbed mother of pearl, polished into shimmering oblongs of stone, and hung on a glossy black cord.

Memories emerge with Eva's delicate little watch bracelets of tiny sterling and gold-filled balls, manipulated with jade, sodalite, coral and onyx. Bracelets to be worn with your watch and reminiscent of those little girl days of barrettes and patent Mary Janes. At Eva Graham, 417 Fifth Ave.

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Alexis Kirk's ultra-silk collection for Tango looks like long shimmering strands of rain. The bracelet, choker and opera length necklace are ingeniously knotted into colorful rainbow bands. The long knotted sash is a virtual silk chameleon—it may be worn as a sash, belt, necklace (looks marvelous sighing down a bare back) or a headwrap. The colors are almost iridescent in champagne, gold, rust, turquoise and black.

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A study in contrasts is the Alexis Kirk collection of hammered silver and gold cuffs, crescents and circles wrapped with passementerie cords and rippling tassels. A classic look with an ethnic flair. See them at Alexis Kirk, 393 Fifth Ave.

These days when so many negative comments are heard in the market about the difficulties of making it in America as a handbag manufacturer, it's reassuring to hear **Teek-Orr's** story.

It all started with a basic envelope clutch, a good supply of determination and a desire to make handbags. Jacob Sinai owned a small retail handbag establishment and one particular clutch was selling so well, he decided to do his own adaptation of it.

His initiative was rewarded. January 1, 1975, Jacob left retailing for manufacturing and started Teek-Orr. Today, he and his partner, Ilan deLeon, have created more than twenty styles of leather and suede clutches. Confirming his faith in America, Jacob has named each of his styles after a particular city or state. The basic envelope that started it all is called (appropriately) the "New Yorker" and one striking east/west fold-over is called "San Francisco." Hats off to Teek-Orr at 14 East 33rd St.

Cathy and Marsha, for
Catherine Stein
Contemporary Accessories
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The slave look in barbaric hammered gold — an interesting new variation on the hammered silver look. Introduced by **Danecraft**, it is gold filled, looks best in natural sculpted looks such as wide cuffs, collars — uncontrived shapes. 366 Fifth Avenue.

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Wood looks lovely blended with brass and silver in a bold new collection at **Trika**. The wood is walnut root, there are pendants and cuffs, scaled for either men or women. Trika has tops, tunics and shirts from Morocco too...at 366 Fifth Avenue.

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"Fashion is largely a matter of reinterpreting an old look," says **Murray Held.** "I've put together my own fashion library that dates back to 1949 and it's amazing how history repeats itself."

Murray has an exciting collection of acrylic shawls in bright plaids and rich solids that speak clearly for today when worn blanketstyle over the shoulder. The fringed squares range in size from 21" to 72" and are guaranteed to add flair to new fall looks.

Hunting socks are also receiving new treatments as boot toppers. The foot portion is removed and the woolen or acrylic tube is worn inside the boot and then rolled over the top. More cold weather fortification—mukluks, in handloomed rayon and wool, are great for apres-ski or just paddling around on cold floors. In a variety of designs and colors, these foot warmers look like

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DESIGNERS & REPS . . .

(continued)

Mother went crazy with her yarn remnants. They're fun and zany and best friends for any pair of feet on a cold winter night. At Murray Held's Down to Earth, 366 Fifth Ave.

Carlo Fiori learned his trade in the land where handbag design is truly an art form—Italy. But as an American manufacturer, he knows his specific market: "We're creating a total accessory look for the sophisticated contemporary customer who shops primarily in specialty stores."

Carlo's line includes handbags, shoes and small leather goods coordinated into a total look. The bags are classic and sophisticated with striking hardware treatments and all suedes are color-coordinated with Amalfi shoes. The snakes in the line are made from whole skins, creating one smooth-flowing pattern.

See the line at 385 Fifth Ave.

The cookie is crumbling all right—into T-shirts, 14k and costume jewelry, belts, slickers, umbrellas, rainhats, totes, toys and even linens.

Accessories can receive inspiration from myriad sources and the latest afflatus is the Famous Amos Chocolate Chip Cookie. Wally Amos is the originator of the cookie. Sandra Golber and her mother, Edythe Scherer, are the founders of **Sandra O Designs**, the new company established to design and market the cookie accessories.

Sandra O is producing batches of new accessory ideas all based on that

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long-loved evoker of childhood memories—the chocolate chip cookie. In jewelry, there are 14k gold pendants bearing a large or small cookie (depending not so much on one's taste as on the level of one's cookie jar). To complement the pendants (which are also available as costume jewelry), there are earrings, bangles, rings, key rings, a tiny magnifying glass which may be worn as an around-the-neck piece and two belt styles: a Frye leather and a metal snake, both with unique closures in the shape of—what else—a cookie.

In rtw and rainwear, Sandra O has designed two T-shirts, one long sleeved, one short, in browns and beiges. Both bear the Famous Amos cookie insignia and the slogan, "Have a very brown day," across the back. All T-shirts are bagged in the Famous Amos 1 lb. brown paper cookie bag. In rainwear, there is a cotton poplin slicker, rainhat, plumbers bag and two umbrellas: one with a macrame shoulderstrap and one with a wooden handle.

"Possibilities are limitless," says Edythe. "We're working on toys, towels, linens, napkins and placemats in addition to our other efforts. Everyone's eyes light up—everyone's mouth curves into a grin when talking about a chocolate chip cookie."

And accessories are increasingly popping up in a variety of departments. Sandra O designs and Famous Amos chocolate chip cookies will be featured in the gourmet department of Bloomingdales this summer.

Publisher's announcement:

As of our August issue, H&A's name will be changed to Fashion Accessories Magazine. This is a natural evolution for us in keeping with our expansion in scope and circulation to cover all the fashion accessories—jewelry, scarves, belts, etc.—in addition to handbags. This does not mean there will be any change in format or market coverage; we are only changing our logo to be in keeping with the magazine's present scope and content.

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It's about time the leathergoods industry decided whether or not they should have a proper trade show — or just forget the whole thing.

It is doubtful at this point whether or not the one existing trade show will survive. The bleak atmosphere of this year's International Leathergoods Show in May sufficed to tell visitors that unless something changes, the show may not be around next year.

Yet many in our industry feel we need a trade show. Such a show especially benefits the small retailer and manufacturer, and the foreign companies. Perhaps this is exactly what the U.S. manufacturers don't like about it. But where else can the small retailer who doesn't get to Europe see the foreign leathergoods lines? Such a show is also one of the few ways a new company, a small manufacturer, can get exposure.

True, companies also can be copied by their competition at an exhibit. But aren't we paranoid on this subject? We are never going to rid our industry of the practice of knocking-off. Unfortunately, copying is going to begin the minute imaginative new collections are seen, no matter *where* they are seen.

Communication within an industry is important and a trade show is one of the few opportunies for it. It's the only chance for companies and buyers to gravitate to one spot, meet, make contacts, exchange ideas, buy and sell — and the latter is only secondary. Though sales are one of the ultimate purposes of a show, the other important exchanges are the primary aims of exhibitors and buyers.

With these advantages of a show in mind, why hasn't the International Show been a success? Initiated several years ago for the purpose of bringing together all handbags, leathergoods, luggage — domestic and foreign — in one big show, the International Show has been besieged with problems. Probably the most important drawback is that it hasn't had the support of the American manufacturers. In addition, many buyers and exhibitors complain of the depressing state of the hotel at which it is held. Then, two years ago, the Italians pulled out, and this country's support as a leader in leathergoods had been important. (They decided to do their own thing at another hotel, and they seem to be happy with it.)

One gets the impression that most of the established U.S. handbag companies and importers who have showrooms in New York are not interested in a show and never will be. Most of the large stores, although they can certainly get along without one, say they definitely would attend a good show.

The question remains—where do we go from here?

HANDBAGS & ACCESSORIES, and LUGGAGE & LEATHER GOODS magazines have been asked if we (the leathergoods industry) would be interested in participating in a larger trade show of an allied field — probably at the Coliseum in New York. Perhaps that is the answer. Others suggest a rejuvenation of the International Show, perhaps at another location, with the right support. It is my feeling that we should do it right or not at all.

What do *you* think? Should we have a trade show at all? If so, what type and what would you like to see included?

Let's get an exchange of ideas going on the subject — send in or call with your thoughts and we'll run them on this page. Communication *is* important for us, and your trade magazine is one vehicle for it — a trade show may or may not be the other. It's up to you.

Write or call: Renee Brown, Editor/Publisher, Handbags & Accessories, 80 Lincoln Avenue, Stamford, Conn. 06904. Telephone: (203) 324-2131.

Renee Brown

A Case for the

Almost 57 percent of the women in the United States now work. There are women on Wall Street, women fixing Xerox machines and climbing telephone poles. The majority of the working women aren't executives, though. But they're working on it!

A recent study made by the American Geological Institute showed that less than four percent of the 35,000 geoscientists are women. However, it also showed that women are pursuing degrees in the sciences in increasing numbers. Over 18 percent of all Bachelor and 11 percent of all PhD candidates in geosciences are women. That's quite a change from a couple of years ago when women couldn't get geoscience degrees because they weren't allowed to do field work.

The entrance of women to the business world has made one group of manufacturers very happy—the smart people who design business cases for women. Women have changed the demand for attaches from a slow steady traditional business to one that moves and generates excitement.

Why the change? Because women buy business cases for fashion. One manufacturer says he can sell three cases for women to every one a man buys. A store attache buyer says price is no object to a woman who sees a business case she wants.

The confusion has come when the business cases reached the department stores. Should they go into the luggage department where men's cases are traditionally kept? Or should the handbag buyer, who may know the fashion scene better, handle the business cases for women? From San Angelo, Texas to New York City, the debate rages. On the average, the luggage department seems to be winning. But the growing demand for handbag-like attaches is bringing the handbag buyer into the area more and more often.

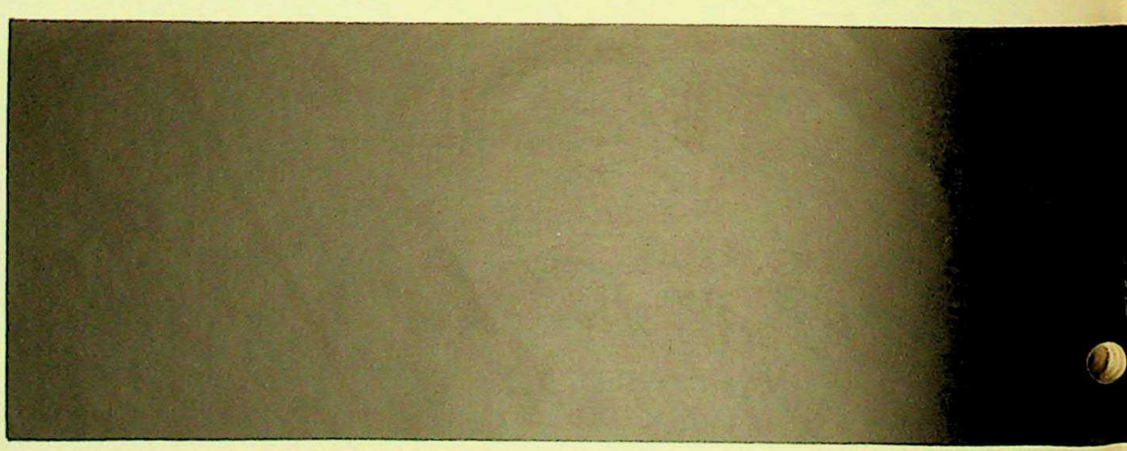
Michael Manning, buyer for the large luggage department at Marshall Field in Chicago, is also the buyer for women's business cases.

"We have a separate section for business cases, but it's very near the luggage department," Manning says. "We're showing women's cases with the men's. I feel if someone, male or female, is looking for a case, they go to the area that has the largest selection.

"There are a number of things that are newer, especially in softer styles that combine leather and fabric. I wouldn't want them to be confined to either sex," Manning continues. "There is a trend away from the boxy cases. Nobody wants to carry something that weighs five pounds even when it's empty!"

What is the Chicago business woman looking for in a business case? Pockets, for one thing, Manning says.

"Women especially want a case that's compartmentalized," he says. "They want to be very organized, and they can use some of the pockets to carry make-up and other things they'd



Businesswoman

By Linda Thorsen Bond

ordinarily carry in a purse.

"Most important to a woman is eye appeal, though. We've had to install a full-length mirror so that it can be tried on for size. It has to be seen that way because it becomes as much a part of a total look as a handbag or shoes.

"Next a woman looks to see if the case has the right amount of space and if there are special features. We always carry cases that will at least hold a legal size pad. The long shoulderstrap hasn't been as popular for us as the double short shoulderstrap. Shoulderstrap bags are very successful if we can bring them in under $50 retail," says Manning.

According to the Marshall Field's buyer, price is no object.

"A real career woman will spend as much as necessary to get a case that looks exactly right to her. And she'll be ashamed of a shabby case sooner than a man. She treats it as a fashion accessory," Manning says.

What would he change if he could make suggestions to manufacturers of business cases?

Manning says, "I'd ask manufacturers, 'Why not make business cases out of the same leathers and with the same ornamentations as handbags? And why not make them as graceful and easy to carry as handbags?' I think the leathers and ornaments could be more feminine. Women should have a full selection to buy as many as they want to suit all their different fashion needs."

In San Angelo, Texas, the debate between luggage and handbag departments is in full swing. Hard-sided cases have had a steady, unexciting rate of sale in the luggage department but soft cases have been simply dead. So the newer, stylish soft cases are moving to the handbag department for a trial run.

Hemphill Wells' luggage buyer Andy Hoelle says, "We've just barely touched on the growing attache case market for women. The best sellers in this department have been the hard-sided cases from luggage manufacturers. We've sold American Tourister in both scarlet and gold, and Samsonite in blue and white. It's still not nearly as great a market as men's business cases. There just aren't as many women in the professions as men. The soft cases haven't done a thing for us. I've even put them out at sale prices and tried to promote them but they just don't move in this department."

Ronnie Nowlin, accessories buyer for Hemphill Wells, is putting the women's cases into the handbag department.

"The best place to display them is right at the front of the department to catch the main floor traffic," Nowlin says. "There are a lot of women right now who need business cases. School teachers with lots of papers often carry the big men's cases just because they haven't been able to find anything else. There are many women in real estate who have to have cases for all the work they carry with them."

Nowlin says his customer wants to be well-organized. "She needs side compartments to keep keys, billfold and extra make-up. Many of the women buyers in Hemphill Wells carry the pop-open soft-sided case by Pegasus. The woman who buys in the handbag department wants to spend $20-30 because she doesn't want to carry a case as long as a man would carry his. If it's not too expensive, she can get another one when she's ready to change styles."

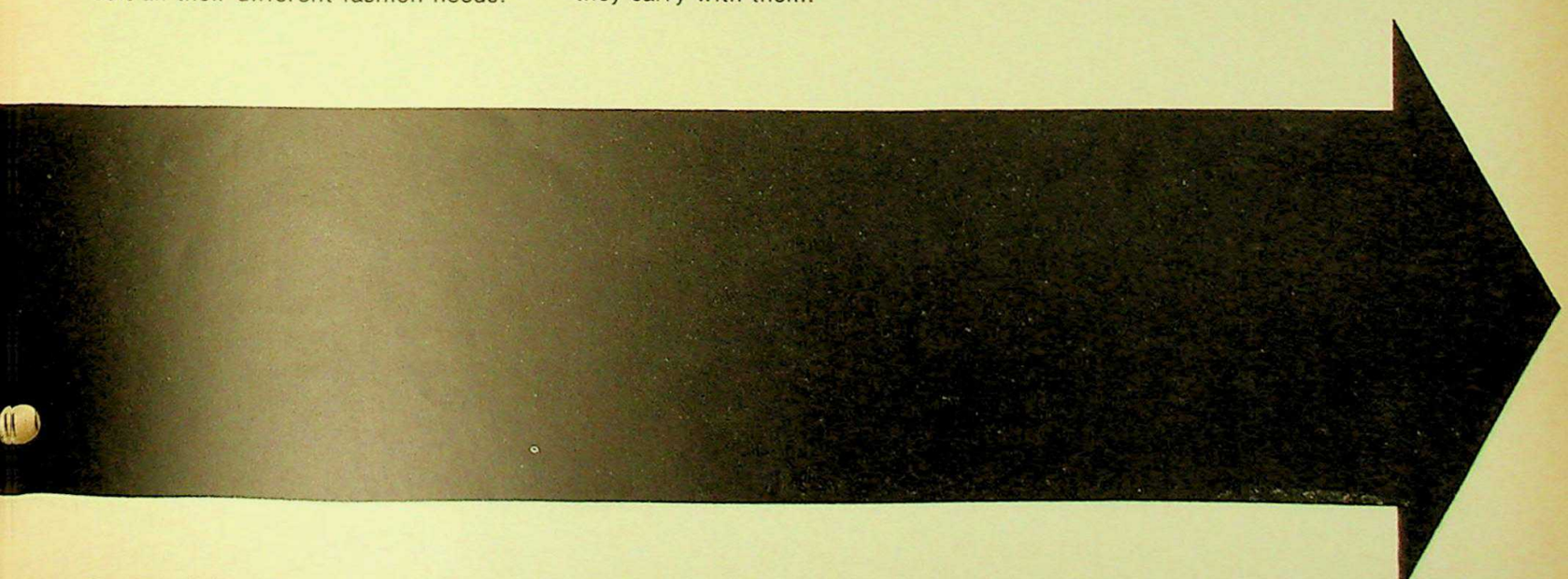
He continues, "We have carried the all-leather case by Coach for $55 but that seems too expensive for our customer. The combinations of leather with fabric seem like a good way to get a better price and still keep up with fashion."

At Dinoffer Luggage Stylist retail store in New York, Emirson Green says attache cases are not an impulse item for women.

Green says, "Women come in specifically to buy the business cases. We display them in the window with a sign that simply says, 'Glove Leather.'

"The main criteria right now is that they must be soft. The models with shoulderstraps are doing well but the standard handle is still better. We have the cases made in imported glove leather. That's what women want—real leather. They are buying in many different colors, not just black and

(continued on page 44)



ERA

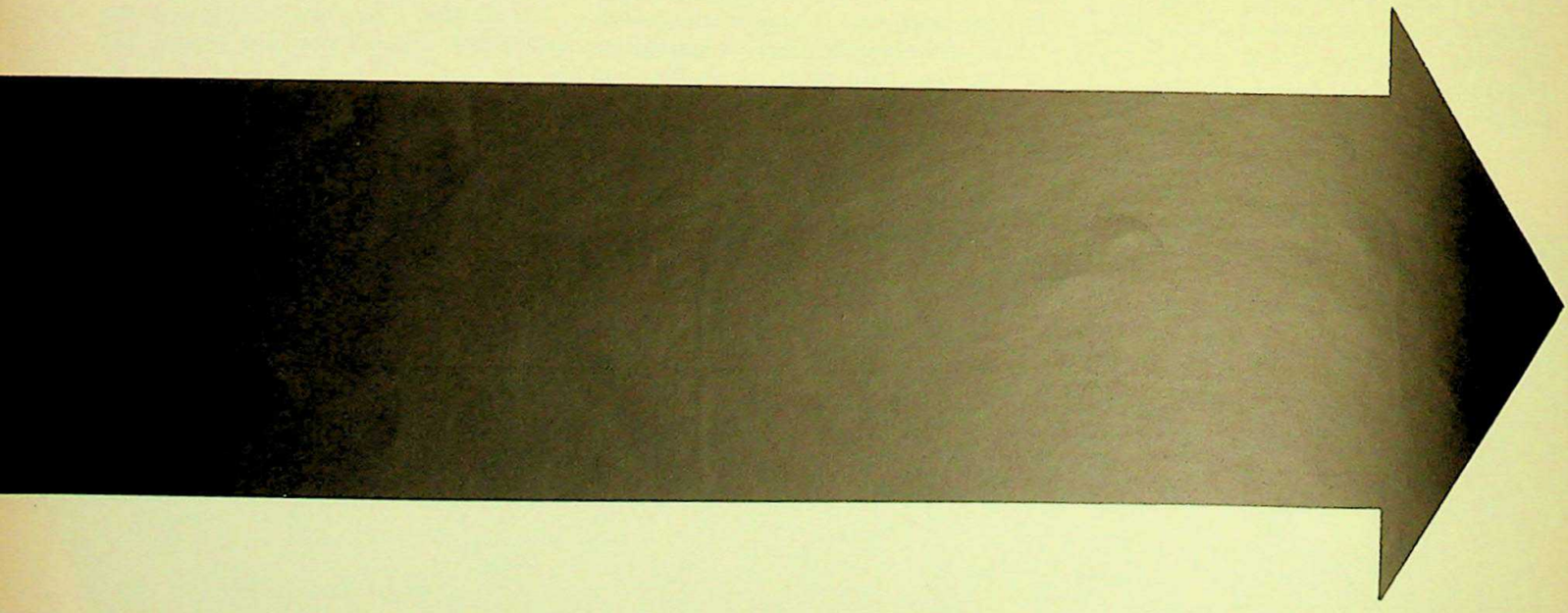
(Equal Rights Attaches)

Women in business are demanding equal rights. They want business cases that they'll be proud to tote around. They are rallying around soft cases, fine stitching, leather that feels fantastic and handles that give them the option of shouldering the bag or carrying it in their hand.

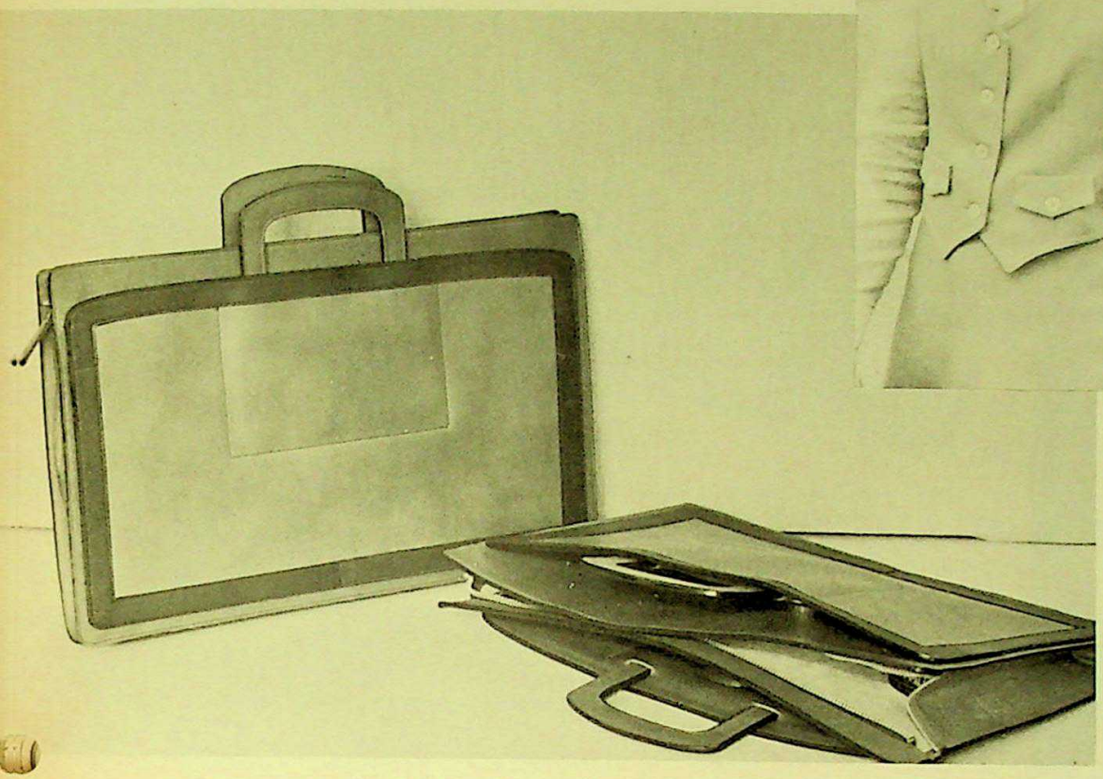
Women are picketing cases that are too small for legal papers or too heavy for carrying a full working day. They are selecting cases that have outside pockets or special compartments inside.

Part of the equal rights platform is that business cases must follow women's fashion feelings. They will buy more than one case a year and like to have seasonal changes part of the styling. The light hemp case a woman may pick in summer won't do for winter work. She may go with autumn's fashion shade of maroon or turn to the traditional browns and blacks.

Women in business are experimental with the new cases, just as they are experimental in their jobs. After all, it's all new ground, isn't it?

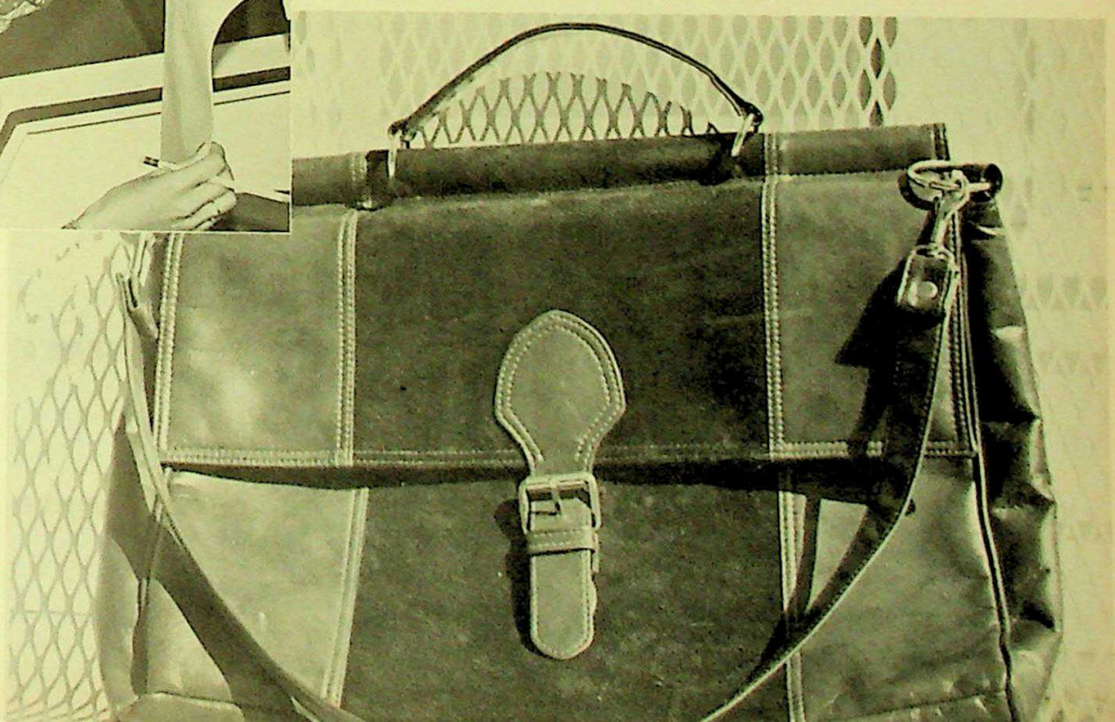


Television Reporter and Producer Betsy Triplett: "I love real leather because it lasts, and with the abuse I give it, it has to. I have to have a business case that's deceptive—it has to look small but carry a lot. I'd look and feel ridiculous with an enormous case."



This two-tone business case from Michael Scott is all-leather, trim and light and has pockets that will hold more than meets the eye. The leather is genuine longhorn western steerhide and colors are black, trimmed with brown, brown trimmed with tan or tan trimmed with brown. It has a top zipper compartment with two outside saddle pockets and double-padded handles.

Traffic and Continuity Assistant Elvira Carrasco: "I really like to have a shoulderstrap because I'm used to carrying a shoulder purse. I would buy more than one business case a year because I'm interested in fashion styling. I like to change with the seasons. I can use an attache instead of a purse if it has enough pockets. I'd carry my make-up, keys and billfold in it."



An Action Bag by Sirco can be either shoulderstrapped or handheld. It is polyurethane and suede with a divided center inside. The buckle and the fashion shade, rust, make it the case for the woman who likes to buy more than one a year.

This roomy, soft case from Tumi Imports is part of the Land Luggers series. It has a strap that adjusts, can be removed and is padded to ease the weight when the case is packed full. The leather is finished and the color is cognac.

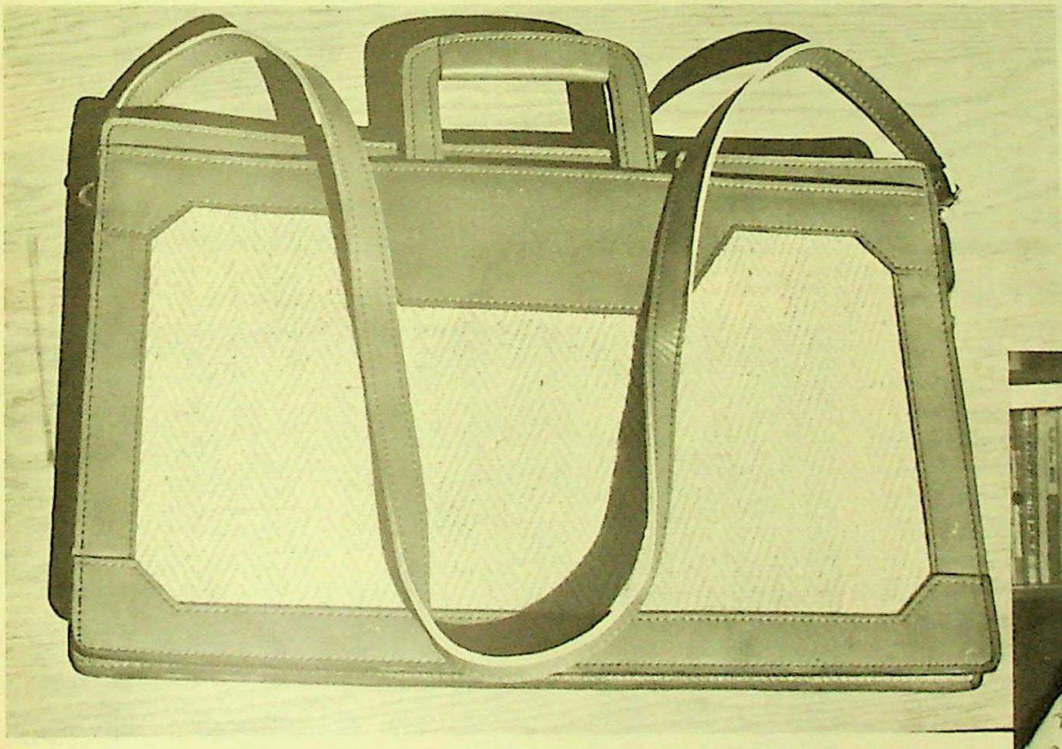
Commercial Artist Karen Wright: "A case has to be pretty big for me. I need room to carry samples of my art work, pens and ink. I'd rather have real leather because of its durability. A shoulderstrap is handy but not necessary. I do need lots of pockets and I think it has to be very light-weight. Styling should be fairly classic, but I'm more interested in the performance than the looks."

The case for the "executive person" by Bond Street Ltd. is just right for the woman who doesn't want to worry about changing with the seasons. It comes in chestnut brown, cognac or midnite black and has gold-tone corners and handle attachments.

Executive Secretary Coleen Burk: "I just carry one bag and I like to be able to put everything into it. I'm pretty conservative and I don't like to change every season just for the sake of change. I have to carry shorthand pads, questionnaires, notes I take at meetings."

The polyurethane business case by American Portfolio features an outside zippered pocket as well as a top-zip. It's camel-colored with the look of antiquing.

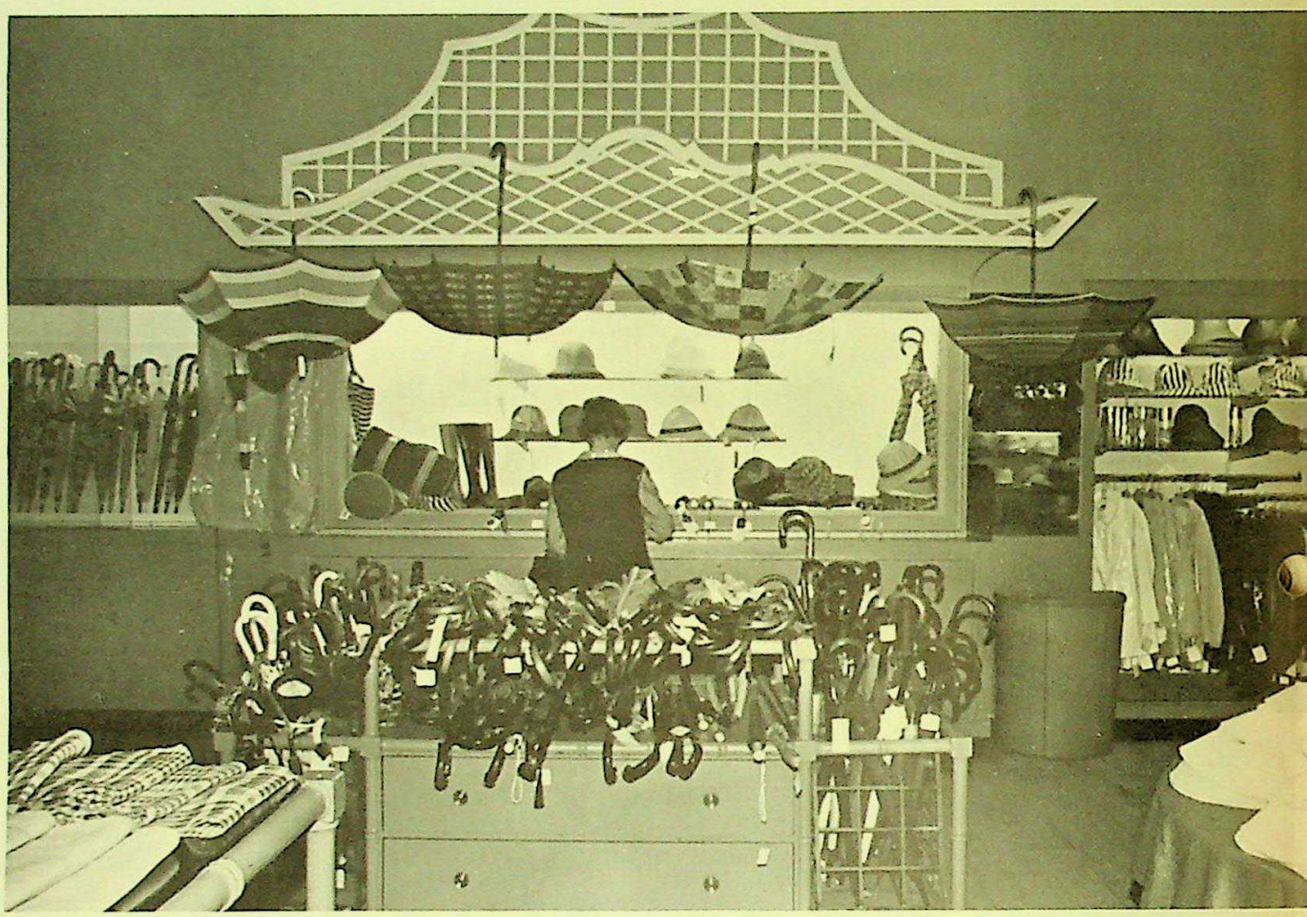
Sales Representative for Xerox Donna Etter: "I have to carry brochures, a calculator and account records. A business case is a necessity to me. I like to have a soft sided one because it's lighter and less cumbersome than the boxy ones. I do like to have a zippered pocket on the outside."



Schlesinger Brothers' beautiful case is designed by Ralph Herbert as a part of the Atelier Collection. It is polished jute tweed with saddle leather trim and is shown here with a center compartment with a top zipper, two open pockets and solid leather-wrapped handles. The long shoulderstrap is detachable

Business Manager Jena Kitzmiller: "I carry so many papers home that I have to have a business case. Right now I'm carrying my husband's but it's black and very masculine. I'd like something more feminine, and I like to keep up with fashion. I'd love to have shoulderstraps and some compartments to keep my pencils from rolling all over the place inside."

Rainwear Departments



Bonwit Teller gives its rainwear shop air and space, above. Notice open umbrellas and striking hat display in center.

A more traditional but effective umbrella department, right, at Eatons, Montreal.

Mean Plus Sales

By Diane Kaiser

Umbrella buyers can give up rain-dance lessons and stop humming "sunshine go away today"—the institution of rainwear departments has changed all that. Those slickers, hats, totes and scarves are plus business to rainy day umbrella sales. And, if merchandised properly as sporty, outdoor items, they will sell on their own—rain or shine.

In turn, the sales appeal of umbrellas increases when the customer sees them as coordinates with rainwear. They are vital members of a total picture and the look is not complete without them.

Rainwear departments mean plus sales and an increasing number of department stores are recognizing this new merchandising concept as a profitable and viable trend.

A Change In Basic Concepts

Several major department stores around the country have already instituted main floor rainwear departments and several more plan to follow in the next few months. Basically, the change involves adopting the concept of total merchandising—that is, merchandising by look, need or use, rather than category.

Umbrella departments are opening up to include myriad rainwear items, such as hats, totes, scarves, slickers, ponchos and raincoats. Such merchandise grouped together in one department creates a definitive statement; one buyer (usually the umbrella buyer) is responsible for the department which has its own budget.

A Natural Evolution

For many of these sporty, medium to low-priced items such as hats, totes, jackets and ponchos, rainwear departments are a natural niche. Roger Goring, v.p. and merchandise manager of women's accessories at Saks says: "It just seems to evolve. You do a little, then you do a little more. If it's right, it stays." Aldonia Jinx, fashion coordinator for A & S concurs. "It's quite simple really—where merchandise lends itself easily and readily—that's where it goes."

It must be right for the department stores that are doing it. Every store reported increased sales of those items in the department. "There's a need for it," says Melinda LaVella, umbrella buyer for Macy's of California. "There's no other department except coats that can do rainwear."

One common consensus was that with the advent of more exciting fashion-oriented rainwear, increased space is needed for effective merchandising. Seeing a rainwear department as viable only on rainy days is limiting and short-sighted. These jackets, slickers, ponchos and totes are outdoor items and should be given the room to say so—loud and clear. In addition, they are strong impulse items and should be located in a high traffic area.

The Fashion Umbrella Attracted Its Own Following

The basic idea of rainwear accessories is not new. For many years stores have merchandised plastic rainhats and travel raincoats with umbrellas. But the idea of a rainwear *department*, with its own buyer and separate budget is new. However, it has been a gradual evolvement and its roots are entangled with fashion trends.

The bubble, which took umbrella departments by storm several years ago, was viewed as a single hot item, bought on impulse on rainy days and attractive for its practicality, novelty and low price. But according to Larry Katz of Polan Katz: "The bubble killed umbrella departments. Customers wanted only the bubble and merchandise selection was severely limited as a result."

Fortunately, the fashion umbrella was its replacement. When viewed as a strictly utilitarian item, the umbrella became significant only when raincloud hovered on the horizon. It was the household flag of the department store, remaining for the most part, tightly furled, awaiting its raindrop holiday. As long as a buyer had a solid stock of standard size umbrellas in a few colors and basic black, he was covered.

Suddenly the magic and fickle wand of fashion alighted upon the umbrella, releasing it from its dreary utilitarian role to an item that is attractive, spirited and fetching in its own right—the umbrella became a fashion accessory. And a winner, no matter what it is, always attracts its following. In the glow of fashion's spotlight, the umbrella attracted other items, such as hats, totes and slickers which were deliberately coordinated with fashion's new minion.

Designers Had A Story To Tell

Designers also contributed considerably to the institution of rainwear departments by furthering the concept of merchandising by look, rather than category. We are in the midst of a designer craze and they have written their names on virtually every accessory to complement their rtw designs. But the designer has a story to tell and his characters are many. Heretofore unrelated items like hats, handbags, coats, scarves, umbrellas, belts, jewelry and rtw are related by one common theme: the designer's look.

And customer response has been phenomenal. "The designer devotee is an all-over devotee," says Joe Daffner, of Joe Daffner Associates. In other words, today's designer customer doesn't think in terms of singular items, she thinks conceptually. She may be buying an identity, declaring a taste level, asserting a life style or establishing her niche in the great overwhelming gallimaufry that is fashion.

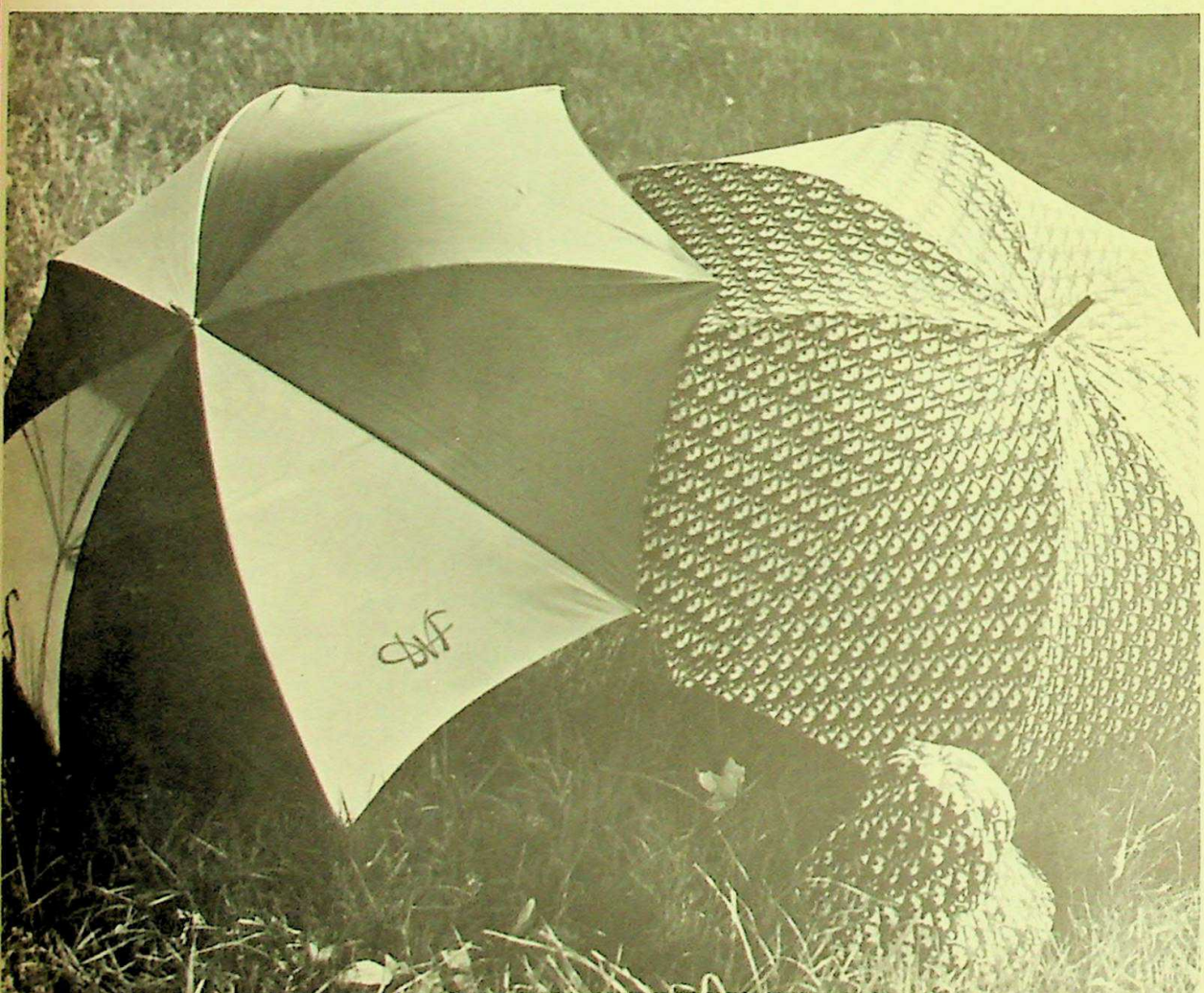
Designer success, combined with the success of the specialty store, are indications that buying habits have changed. As Mickey Lyons, one of the pioneers in the manufacturing of rainwear puts it: "The customer just doesn't buy by classification the way the store sells." Related items put together under the heading of one look or need is the new form of departmentalizing—a new form of organization that is more attuned to today's knowledgeable customer.

Monogramming—Another Method Of Linking

Monogramming also furthered the story-telling concept by

(continued on page 43)

Monogramming and matching colors make this poncho, umbrella and hat one effective unit. From American Umbrella.



The designer umbrella is an important element in fall styling. Left Diane von Furstenberg's dainty nylon umbrella with contrasting panels. At Joe Daffner Assoc. Right—Christian Dior's umbrella is bold and vibrant in vigorous brown and white tones with hat to match. At Liberty.

UMBRELLAS & RAINWEAR

To Mix & Match

Put them all together—this fall, umbrellas and rainwear are meant to mix and match. Slickers, ponchos, rainhats, totes, jackets and even warm-ups team up with the new fall umbrellas for one dynamic look.

Umbrellas this autumn are matchmakers (in fact, you just might find a mate to your favorite flannel shirt, a tartan kilt or the inside of your sleeping bag.

Plaids abound—fall umbrellas look like a clan meeting of the McGregors, the McDuffs and the Campbells.

To accompany the strong menswear influence in fall rtw, there is an abundance of haberdashery prints, tweeds, herringbone and houndstooth.

Ethnics are bold and vibrant in Aztec, Myan and African prints. Fabrications are often warm and wooly looking in nubby cottons.

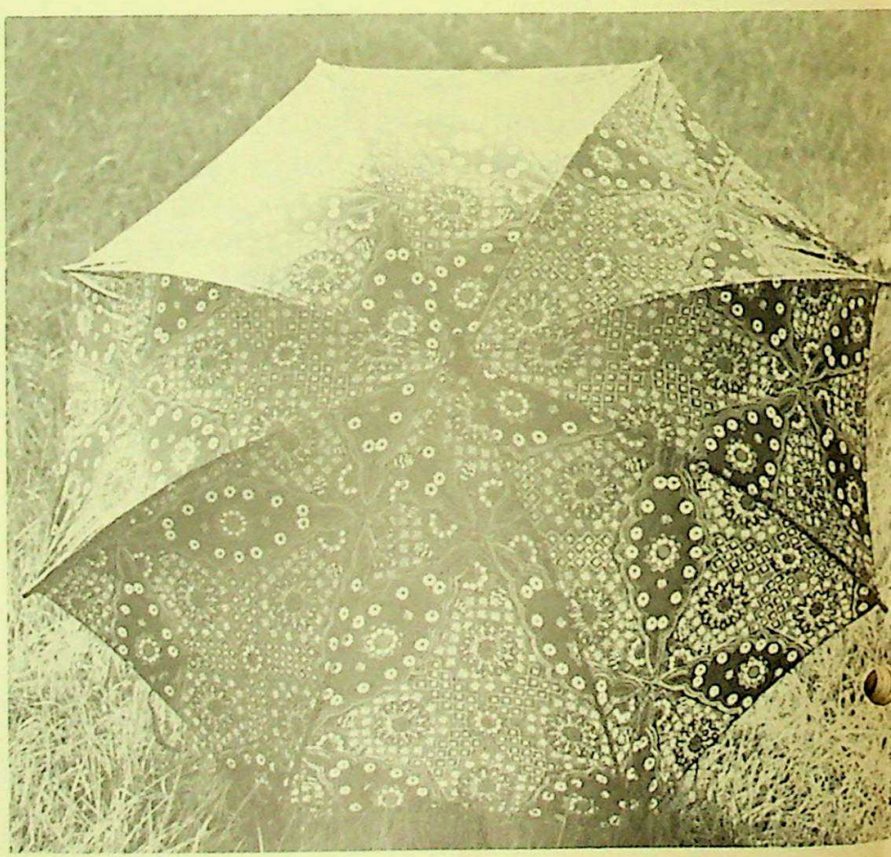
Mix and match—fall rainwear and umbrellas are fun, functional and full of sales appeal.

(continued)

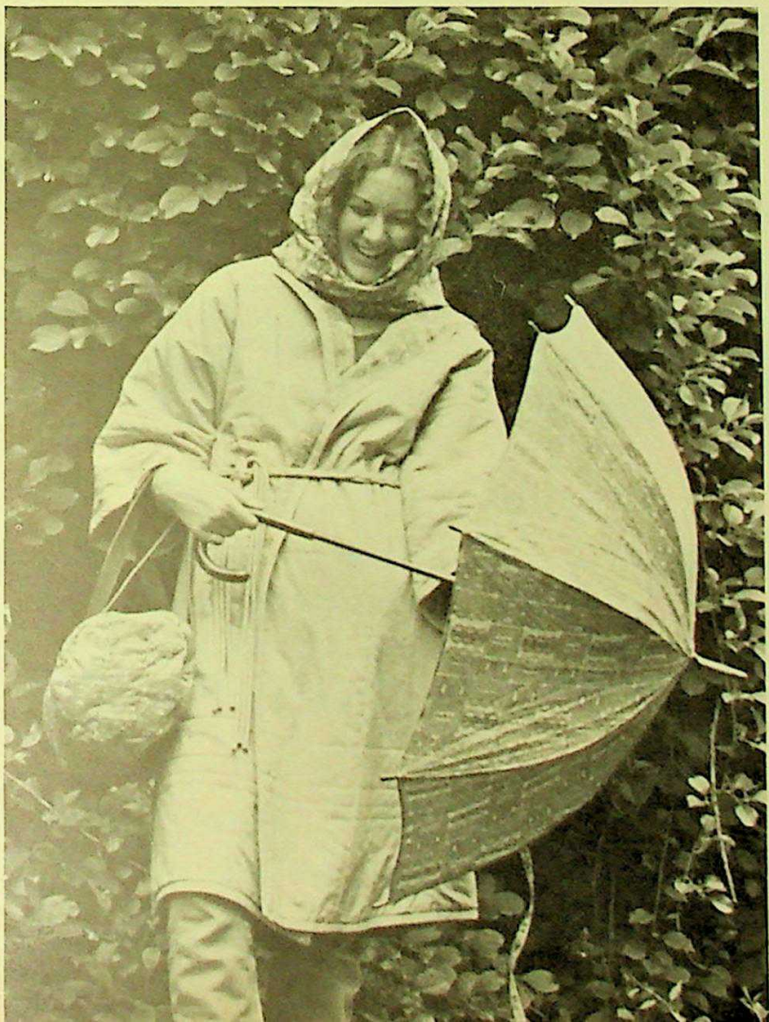
Horses and haberdashery. Left—horse and horseshoe motifs are dynamic against dark green cotton. By Polan Katz. Right—the tiniest of checks brings the warm sophistication of an English library to damp fall days. By Liberty.

Flannel and corduroy—fall favorites transformed into dynamic rainwear by Mickey Lyons. Plaid vest is marvelous as a separate worn over a sweater. Total set is perfect for biking, hiking and camping—rain or shine.

Pretty peasantry—in lively jamboree of colors and patterns. By Shedrain.



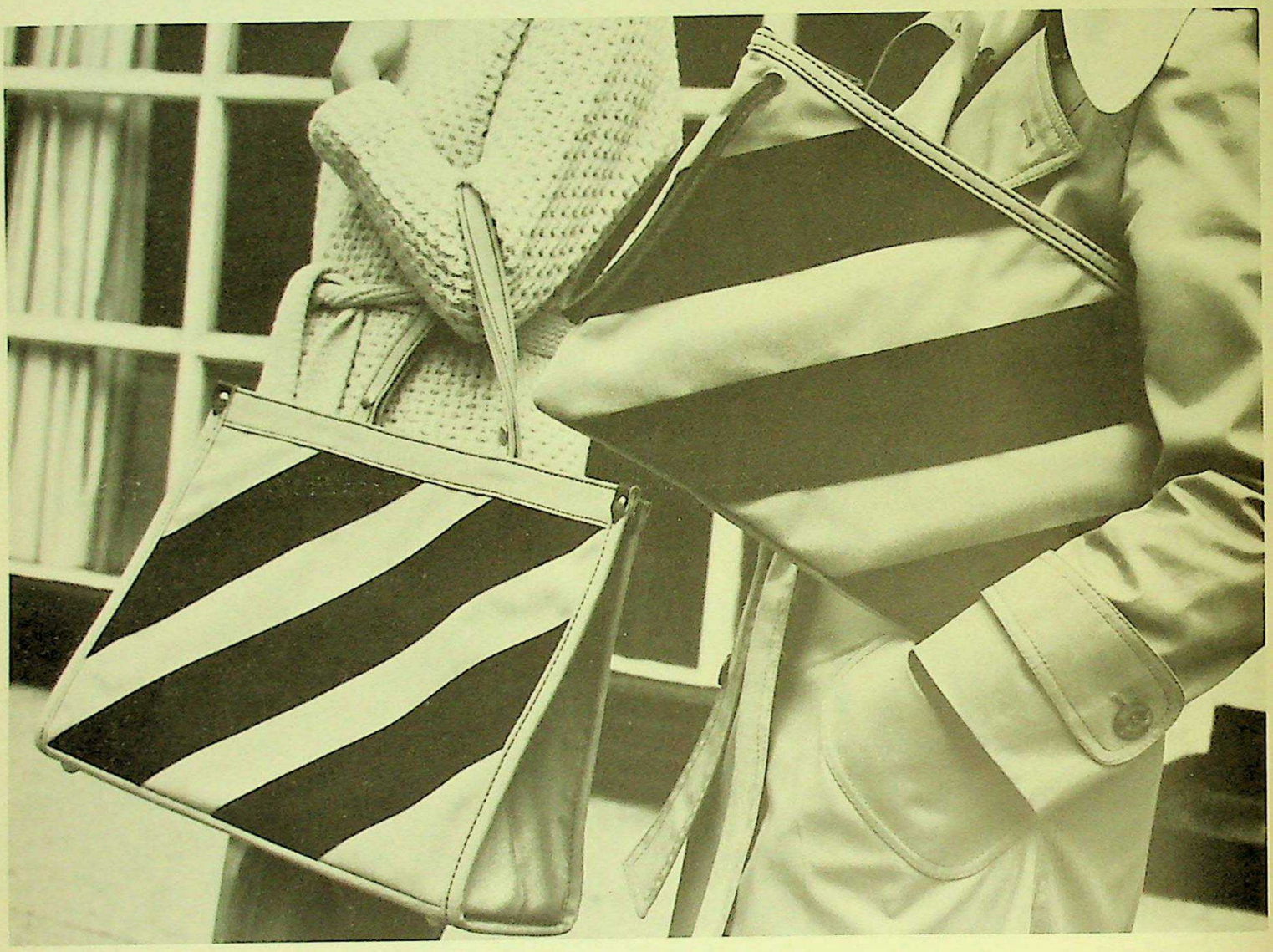
Mix and match—bright bold tartan umbrella is by Liberty. Soft pliant cire raincoat teamed with the umbrella is by Mickey Lyons.



The duffel coat, warm and quilted with "maridadi" print lining, matching cotton scarf, duffel bag and umbrella. Rtw is from Benedict & Johnson, umbrella by Lusterman & Weiner.

Lucky you.

Lucky us. We've bagged Lee Stemer for The Bag Game.



And just wait till you see the fabulous line of moderately priced Fashion Totes we've got for Fall.

THE BAG GAME

EMPIRE STATE BUILDING/SUITE 721
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- ☐ Ambassador International
- ☐ American Umbrella
- ☐ Annie of California
- ☐ Bag Game, The
- ☐ Bagg Masters
- ☐ Bilt-Well Umbrella
- ☐ Burlington Handbags, Inc.
- ☐ Calderon Belts & Bags Company
- ☐ Carolaurie
- ☐ Carole, Inc.
- ☐ Cathy Accessories
- ☐ Classy Leather Goods Corporation
- ☐ Dame Belt & Bag Company, Inc.
- ☐ Dover Handbag Company, Inc.
- ☐ Empress Handbags, Inc.
- ☐ Fran-Stef Manufacturing Company
- ☐ Glenn Mitchell Associates
- ☐ Goodyear's Manufacturing Corporation
- ☐ Istituto Nazionale
- ☐ Jaclyn, Inc.
- ☐ Jaleh & Joseph
- ☐ Karavan Fashions, Inc.
- ☐ Lawrence Associates, Jeffrey
- ☐ Lyons, Mickey
- ☐ Marcus Brothers
- ☐ Margolin, H.
- ☐ Mediterranean Trading Company
- ☐ Mother Nature
- ☐ National Fashion & Boutique Show
- ☐ 1928 Jewelry Company, The
- ☐ Ohio Bag, Inc.
- ☐ Olla Industries, Inc.
- ☐ Omega Fashions
- ☐ Peking Imports & Manufactures, Inc.
- ☐ Phillippe of California
- ☐ Playgirl Handbags, Inc.
- ☐ Polan, Katz & Company, Inc.
- ☐ Pollock, Dan
- ☐ Raintree Industries
- ☐ Resnick, Inc., Julius
- ☐ Rimco
- ☐ Rowan, Ted
- ☐ Schertz Umbrellas, Inc.
- ☐ Shedrain Umbrella Company
- ☐ Simon Straw Bags Company
- ☐ Sirco International
- ☐ Slam Belts & Bags
- ☐ Stein, Catherine
- ☐ Sunflower Bazaar
- ☐ Sunshine Creations
- ☐ Tanito, Ltd.
- ☐ Taylor, Inc., Lou
- ☐ This & That
- ☐ Together-Crafts, Inc.
- ☐ Total Accessories, Inc.
- ☐ Trika Designs, Ltd.
- ☐ Van Allen Belt Company
- ☐ Walborg Corporation
- ☐ Woodside Leather
- ☐ Work Ticket, The

I am interested in: ☐ Product Descriptions (materials, styles, prices, etc.) ☐ Delivery Capabilities ☐ Showroom Locations ☐ Salesman's call ☐ Other _____

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My position: ☐ DMM ☐ MM ☐ Buyer ☐ Other _____

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NYC 10016 212-481-1920
Ken Gart, Ruby Lax
• See Advertisers Index Last Page

HANDBAGS

Ari Handbags
33 East 33rd
NYC 10016

Aristocrat Leather Prod.
302 5th NYC 10001
212-564-0125

Astrid Creations Ltd.
33 E 33rd NYC 10016
212-683-1768

Fashion Accessories Inc. (M)
320 5th Ave, NYC 10001 Suite 1100
(212) 594-7270
Pres: Gary Cooper
Price Range: B,P,M

Karen Bags, Inc.
320 5th Ave. Suite 1100 NYC 10001
(212) 594-7270
Bob Bernard
Price Range:M

JEWELRY

Benedikt Jewelry
389 5th
NYC 10018
Howard Benedikt

Gerarde, V.J. 7W 45th NYC
10036 212-869-8366
Sls Mgr. Bernard Siegel

Haberman Jewelry
36 West 47th
NYC 10036
Mr. Haberman

Kramer Jewelry 393 5th Ave
NYC 10016 212-683-4840
VP: Morris Kramer

ADDITIONS TO PRODUCT CLASSIFICATIONS

HANDBAGS

BEADED
Rimco
EVENING BAGS
Baggs
FABRICS
Baggs
Fashion Accessories Inc.
LEATHERS
Honey Bunch
Playgirl Handbags, Inc.
Fashion Accessories Inc.
NOVELTIES
Baggs
Rimco
POLYURETHANES
Baggs
Empress
Tanito
SUEDES
Fashion Accessories Inc.
Tanito
VINYLS
Baggs
Tanito
Fashion Accessories Inc.

JEWELRY

BEADS
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Glenn Mitchell
Kramer Jewelry
BRACELETS
Carole, Inc.
Gerarde V.J.
Glenn Mitchell
Kramer Jewelry
EARRINGS, CLIP
Carole, Inc.
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Kramer Jewelry
GOLD
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PENDANTS
Carole, Inc.
Gerarde, V.J.
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PERSONALIZED JEWELRY
Gerarde V.J.
Glenn Mitchell
RHINESTONE
Carole, Inc.
Kramer Jewelry
SEMI-PRECIOUS STONES
Gerarde, V.J.
Kramer Jewelry
STERLING SILVER
Gerarde V.J.
Glenn Mitchell
Kramer Jewelry

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CHANGES & CORRECTIONS TO SECTIONS

HANDBAGS

Page 40 & 55
Aetna Div. Jaclyn Inc.
Not Jacklyn

Page 40
Artcraft Handbags
Ch Exec: Gil Gevirt

Page 41
Badaan Handbags
VP: Mr. Maunir Badaan

Page 41
Baggs
NYC Office: 1 East 33rd
Phone 212-683-1175

Page 45
Buxton, Inc.
Not Buston

Page 50
Dover Handbags
Pres: Sylvia Sporn

Page 52
Delete: Fashion Access., Los Angeles

Empress Handbags
New Phone (212) 563-3510

Page 68
Mr Bags Ltd.
Phone is 212-695-8140

Page 69
Nancy Handbags
Div. Olla
VP: Bill Cella
Not Bill Sella

Page 72 & 140
Raindrop Accessories
Phone is 212-532-0260

Page 72
Playgirl Handbags
Sls Mgr: Richard Goldinger
Not Goldfinger

Page 78
Tammy Brooke Leather
Not Brook

Page 78
Tanito, Ltd.
New Phone 212-684-3750

Page 78
Tadora Casual Leather Bags
Address: 499 Washington St.
Buffalo, N.Y. 14203
NYC: 358 5th Rm 110
212-239-0340
Max Heller

Page 81
Victoria Needlework
Phone is 212-594-5530

Page 82
Walborg
Natl. Sls Mgr: Jerry Jacobson

JEWELRY

Page 103
Elpo Products Inc.
Not Elpa Products, Inc.

SCARFS

Page 137
Fashion Items Inc.
Pres: Mary Ann Ricotta
Not Mary Ann Ricatta

Page 138
Ben Goodman & Son Inc
New Phone 391-8061

UMBRELLAS

Page 153
Schertz Umbrellas
New Phone 244-8447

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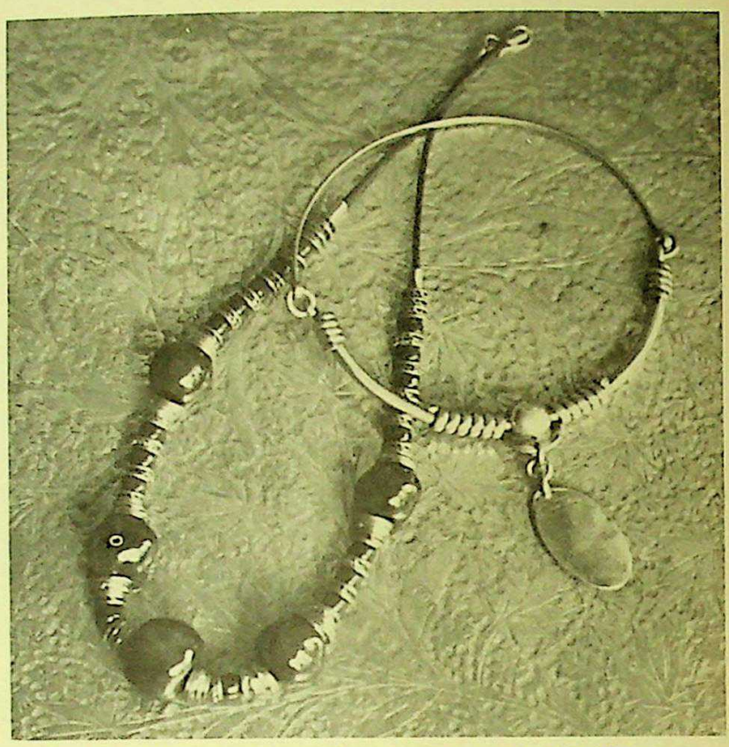
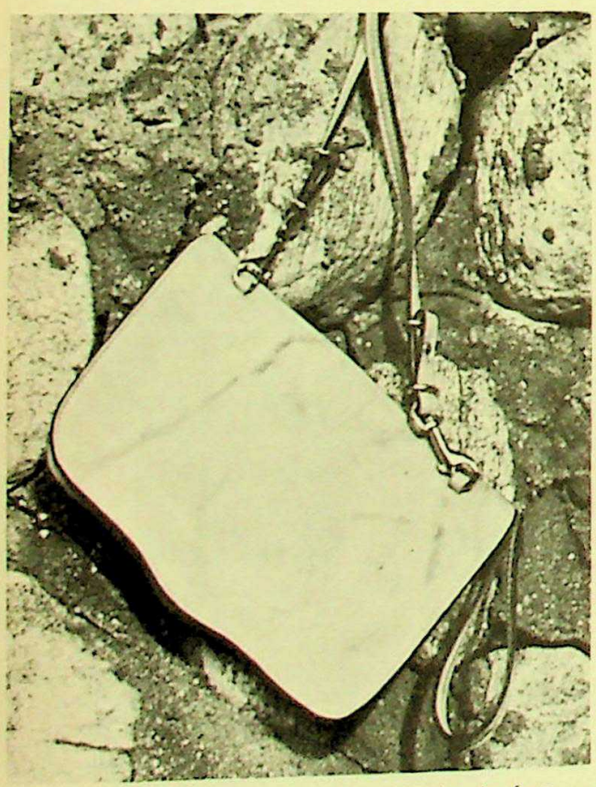
Look, It's New!

Ethnic excitement in umbrellas — Persian prints, striped paisleys and Indian sari looks are colorful new fall designs in classic umbrella shapes. In cotton, at about $7-8 cost from Mespo Umbrella Company, 22 West 32nd Street, New York City.

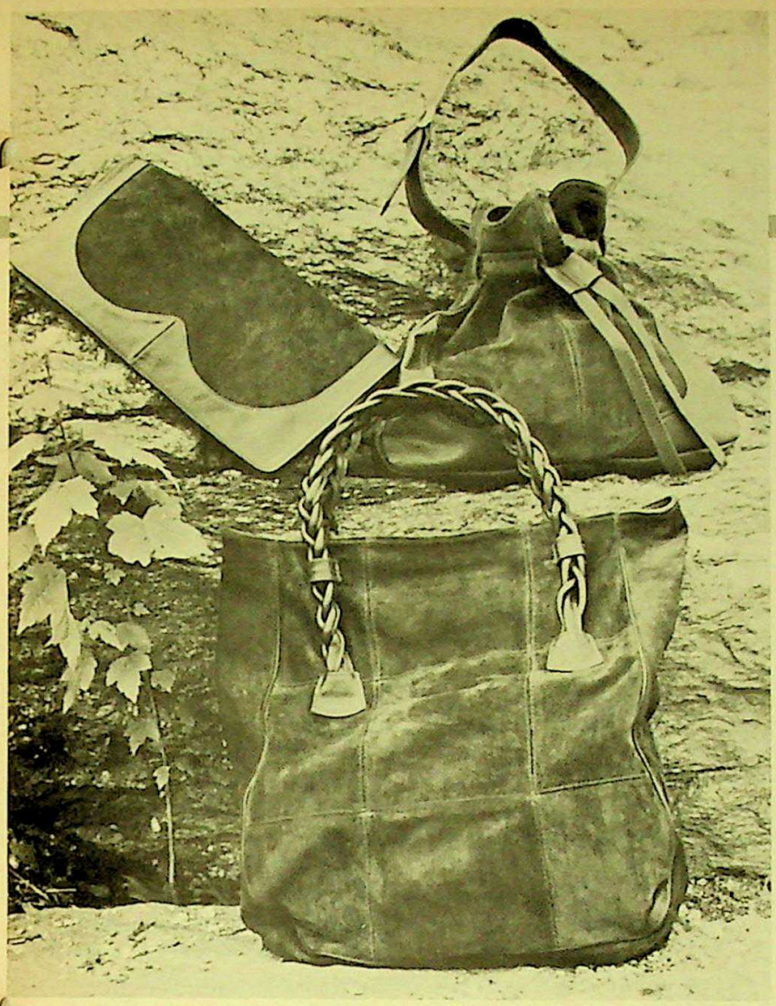


Bold Beauties from Greece...large ceramic glass beads in vivid shades, blended with brass on cord, for a striking antique look. Beads are in solid or multi, choker or longer lengths. Right, copper and brass blend for a unique barbaric choker. From Foreign Flair at Jeffrey Lawrence, 389 Fifth.



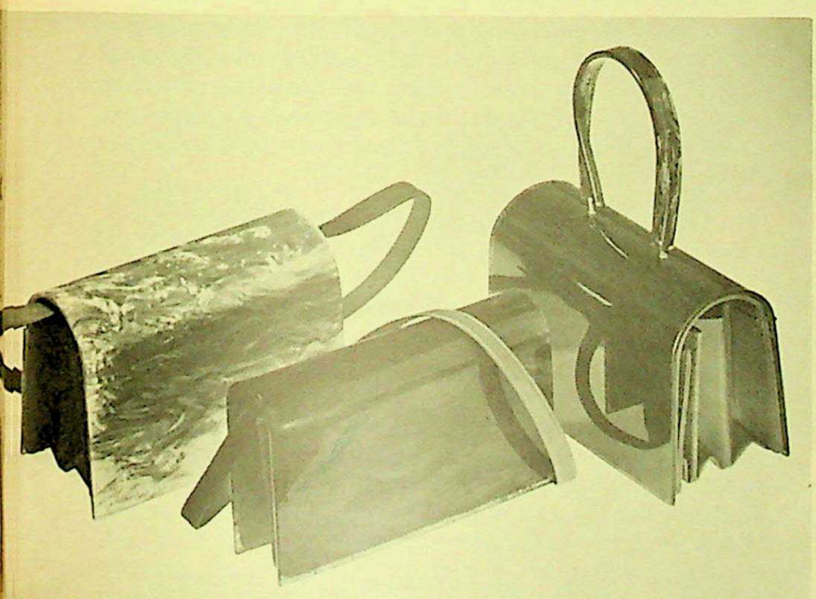
A snappy little clutch from Anne Klein. In frye leather, this sporty number may be worn bandolier style with its long shoulderstrap or jauntily dangling from the wrist. At Calderon, 389 Fifth Ave.

North/South or East/West—new fall shapes take any direction. Left-versatile east/west doubles as shoulderbag or short-handle tote. Right-the saddlebag with soft shirred overflap. Both bags in top-grain cowhide. At Ocean Imports, 10 West 33rd St.

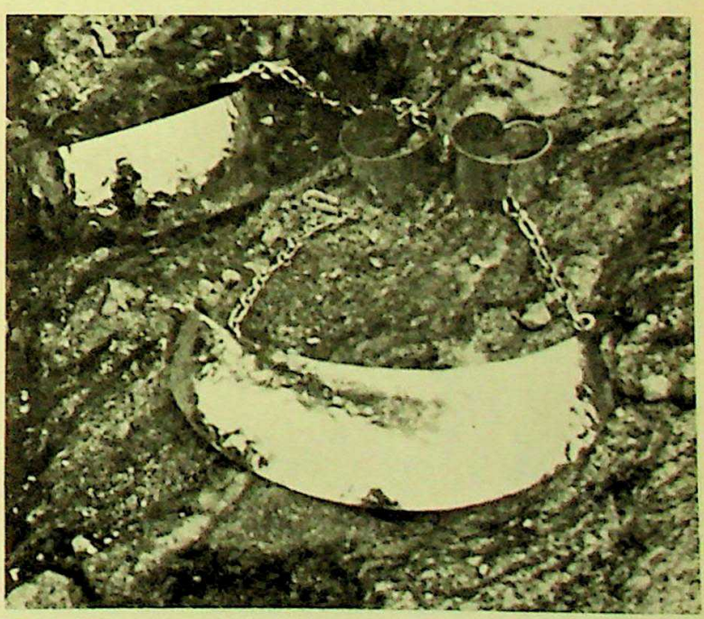


Luscious new suedes...in the newest of shapes, trimmed with leather. A fall winner is the drawstring pouch, this one beautifully done with wide buckled strap; the envelope; and a sophisticated shopping tote with braided handle, convertible to clutch. From the expanded new leather and suede handbag collection from Italy; priced well; at Jeffrey Lawrence, 389 Fifth Avenue.

Hunting Bags with a new twist — webbing shoulderstraps, blending nicely with the soft cowhide of the bags. The north-south shape opens to a very wide gusset, is called the English cartridge bag. The hunting bag has added buckle interest on flap. They are available also with leather shoulderstraps. Something new and different, at $14.50 from Karen Bags, 320 Fifth Avenue.

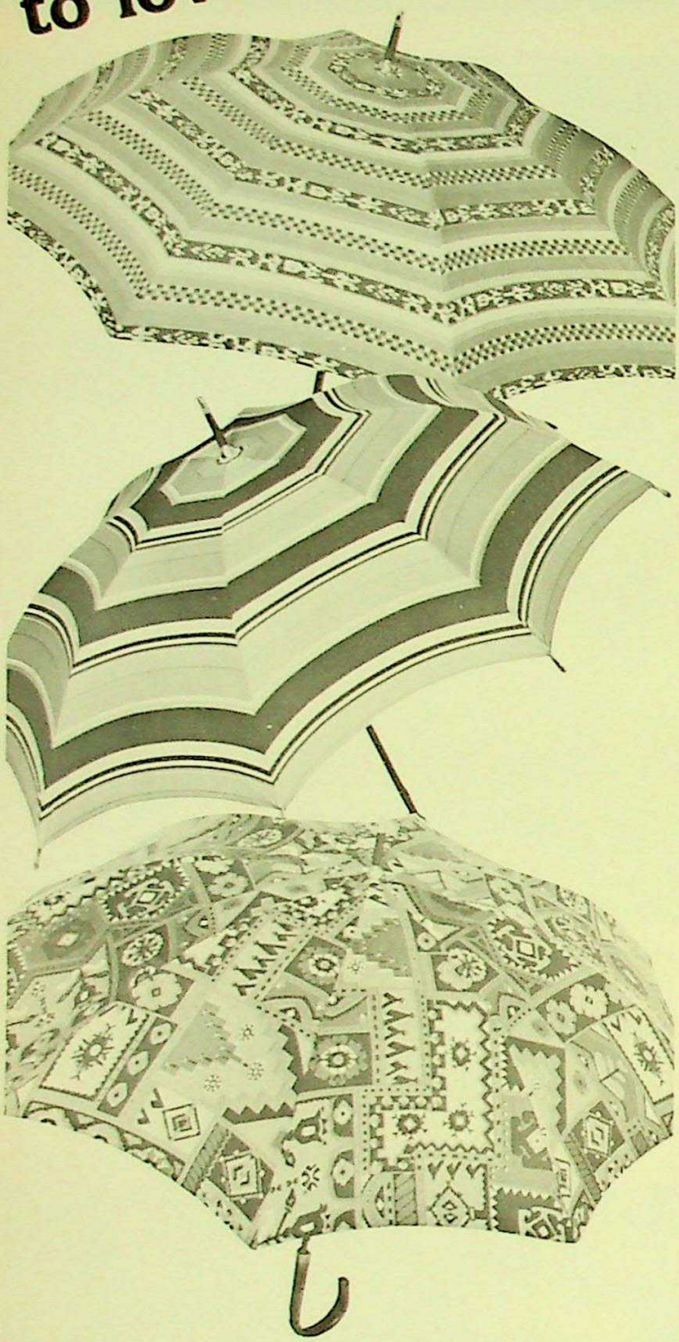


Pearls, tortoise and solid shades...in lucite trimmed with vinyl. New features are vinyl gussets and interiors, detachable shoulderstraps. At $20-24 cost from Wilardy, 2600 North Pulaski Road, Chicago, Illinois 60639.



Hammered gold — lovely new barbaric gold look in gold-fill. Slave collar, wide cuff and loop errings. From New Danecraft collection in gold, 366 Fifth Avenue.

a few reasons to love a rainy day!



. . . and dozens more not pictured . . . see them!

To see our new collection is to see a fairyland of fresh designer treats that must propel increased sales for your umbrella department! If you didn't get our catalog, write for one now . . .

Polan Katz & Co., Inc.

1800 Johnson St., Baltimore • 330 Fifth Ave., New York
Also showrooms in Chicago, Los Angeles, Dallas and Charlotte

California Accessories

(continued from page 10)

FABRIC AND PARQUET WOOD AT DIANE SULLIVAN

In addition to a huge array of imaginative manipulated groups, Diane Sullivan seems to have carved a name for herself in the contemporary jewelry market with her adventurous fabric adornments and rich looking parquet woods.

Tartan plaids and Guatemalan fabrics, braided, twisted and combined with wood and beads, may be the natural answer to jewelry that can compete (and even conquer) the popular scarf looks seen everywhere. A novel complement to the easy-dressing California look is the "Bicycle Braclet" made out of the stretchy woven cord used to secure books and such to bicycle racks. The flashy colors are fresh and exciting.

Ms. Sullivan definitely has a way with wood. A strong design sense and a feeling for the unique, living quality of the medium is evident in the careful shaping and finishing of the pendants, earrings, bar pins and bracelets. It's a unique combination of nostalgia and nature and the result is smashing. Bracelets are available in S-M-L sizes.

JUST JINX—SCARF SCENE-STEALER

Just Jinx is jumping—and for a good reason! Designer Jinx is taking scarves to new heights in design and dimension. Ranging from $15 to $30 a dozen, the scarves are popping up in a multitude of new prints and fashion fabrics. The American Indian and Guatemalan groups shouldn't be missed—the exclusive ethnic designs are positioned to show off to their best advantage when tied. Jinx furnishes his own up-to-the-minute illustrated guide to scarf-tied creations. A special bonus for those who love to see their name in print—Jinx will custom design a scarf incorporating your own logo on any of 3 different sizes for an amazingly reasonable minimum order.

Holiday at Just Jinx is already shaping up with chiffons, wool blend tartan plaids, and shiny satin looks in long lengths, with lots of fringe.

1928 EXPANDS APPEAL

Eighty per cent of 1928's fall line was brand new in order to expand customer age groups. The best of their "old world" look has been built upon with contemporary, Paris-inspired designs employing gold wire and single diamonds, plus flat chains and diamond pave accents. Three stories that look strong are rhinestones, semi-precious stones, and Italian Renaissance liquid cloissone. Some interesting effects are produced in translating the most popular rose gold and silver looks into color.

THEODOR ADDS ACCESSORIES TO LINE

Talented designer Valerie Barad has scored another triumph with her smashing line of sophisticated accessories new to Theodor this fall. Vests, cravats, pursettes, hats, jackets, capes and tabards add up to a tasteful solution to the "missing link" in missy accessories. Blanket plaids, menswear stripes and houndstooth plus suedecloth and tapestry are put together in a line that is bound to do well.

Some of the proven numbers in the Theodor handbag line can be seen in new fabrications—including a very high quality polyurethane suede with a wonderful look and feel, and a marvelous wool and polyester menswear group that is particularly striking. New styles are along classic lines, and a bit dressier than before. As always, meticulous attention is paid to craftsmanship and detail. Each piece demonstrates thought and planning devoted to the construction of a truly functional handbag. Together with the new accessories, it looks like Theodor is proving true to the California freshness and year-round creativity.

Rainwear Departments

(continued from page 31)

tying together coats and totes, umbrellas and T-shirts, allowing the customer free rein to put her name on a variety of items. Consciously or subconsciously, she was linking rtw and accessories, effecting her own coordination by the use of her monogram. If she has it on her umbrella, then why not on her rainhat and slicker? And why, she might well ask, should she run from department to department to have it done?

Guidelines Can Be Established

One reason that rainwear is so amenable to the new form of departmentalizing is that its boundaries can be clearly defined and its merchandise grouped under a single category. In terms of merchandise, it must be rain resistant; in terms of price points, a low to medium range; in terms of sizing, small, medium, large; and in terms of look, functional, outdoorsy and fun.

Rain Is Not The Sine Qua Non Of The Impulse Buy

One subtle advantage of a rainwear department is that it transforms a traditional handicap of umbrella merchandising into a benefit. Umbrellas have always been touted as impulse items, whose success is almost totally contingent upon the weather. A rainwear department puts less emphasis upon the weather and more upon a sporty, outdoor appeal.

Rain or "all-weather" ponchos, jackets, hats and totes are adaptable to a number of outdoor activities and when these items are deliberately coordinated with an umbrella, the sales appeal of that item also rises. According to Macy's Melinda LaVella: "We've experienced a virtual drought in the past few months but by merchandising correctly with all-weather items for bicycling, sailing and hiking, we hope to add an expanded dimension to rainwear items."

It Takes Foresight, Planning And A Pinch Of Courage

There are, of course, problems in the formulation of rain boutiques. The most formidable being the reluctance to change, to exchange old familiar methods of merchandising for the new, the untested, the experimental. The concept of merchandising by look involves the diffusing of various categories and if definite groundrules are not established, the result can be like opening a Pandora's box.

Certain departments, however, like rainwear, travel, juniors and often, more elegant rtw looks are amenable to this form of merchandising. And even after this is accomplished, the work has just begun. Anne Kartushyn, v.p. and merchandise manager of accessories at Bonwit Teller, brought up one salient point: "The concept works but it presents certain problems...it's essential to determine who is responsible for the outpost, who will talk to the salespeople, who will keep it in order, someone besides the buyer who will act as a sort of mother."

Fashion Can Be Intoxicating

A delicate balance between fashionable and utilitarian items must be maintained. According to Larry Katz, of Polan Katz & Co.,: "There's a great tendancy to get intoxicated by fashion. The regular size umbrella, at a lower price point, still has a great following. If you're going to maintain volume, you must offer your customer $10 umbrellas as well as $20." Roger Goring brings up another interesting viewpoint: "I think it's a major mistake to put higher priced merchandise in a street level rainwear boutique. A serious raincoat requires mirrors, fitting rooms and rack room. Merchandising an expensive raincoat on the main floor would detract from that coat's impact."

A Significant Development

The institution of rainwear departments is another indication that department and specialty stores are realizing the importance of coordinating accessories with the rtw they complement. It's a significant development in merchandising and although it is not appropriate in every instance, it is a viable indication that times are changing.

A Case...

(continued from page 25)

brown. Maroon has been very good this year but rust is not as important as it had been."

There's been one really important change in the business case market since women came into it, according to J.C. Penney's luggage buyer Bill Galbraith.

"Business cases are no longer selling only at Christmas or graduation time," Galbraith says. "It's now a year-round market. I feel that it's because more people are buying their own instead of waiting for gifts. Particularly women. If they need a case they just go right out and buy one."

Luggage buyer for Hemphill Wells in San Angelo, Texas, Andy Hoelle says the best sellers in his department have been the hard-sided attaches. "The soft cases haven't done a thing for us," Hoelle said.

Ronnie Nowlin, accessory buyer for Hemphill Wells, San Angelo, Texas, thinks business cases should be in the handbag department. "There are a lot of women who need business cases," Nowlin says. "The best place to display them is right at the front of the department to catch the main floor traffic."

To set the picture straight, Galbraith says most of J.C. Penney's sales have been of traditionally men's attaches. In fact, dark "masculine" cases outsell lighter-colored or fashion shades ten to one at Penneys.

"That might be because women have been buying the men's cases because that's all they could find," Galbraith says. "Some of the newer fashionable styles will appeal to women. Both women and men are now requesting cases that are lightweight and soft-sided. Almost 95 per cent of the cases we sell are vinyl. Only the very exclusive stores are carrying leather. For one thing, leather's too heavy. For another, it's too expensive. The mass market is paying an average of $15-25 for a case. However, there are some sold from $30-100.

Galbraith's customers haven't shown a pattern of seasonal buying. "The earth tones have been selling best," he says. "But it's been the lighter browns, not the darker. Neither women nor men have shown interest in very summery or very autumnal shades. If they're buying it for business use, they aren't giving a lot of thought to the season."

A Samsonite promotion for sale of men's cases was successful at Penney's and Galbraith would like to see it tried in the women's styles. "With each business case, there was a billfold and pen given away. It did sell cases," the luggage buyer said.

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THE RAIN ESSENTIALS

News & Notes

RETAIL EXECUTIVE CHANGES

CALIFORNIA

Los Angeles. In May Co.'s accessories division, Cheri Dziak buys women's gloves and fashion accessories, succeeding Michael Scrivner, now buying mens accessories. Carol Comini buys fashion jewelry, replacing Viebeke Anderson, named buyer of authentic fashion jewelry. Lyn Potter has succeeded Susan Gooding, resigned, as buyer of small leather goods and junior accessories. Connie Cameron was named buyer of hosiery, succeeding Joseph Frank, who now buys notions.

In May Co.'s budget store, Curtis Champlin was named div. v.p. and div. mdse. mgr. of rtw, accessories, intimate apparel and childrens wear.

San Francisco. Marvin Goldstein, former mdse. mgr. of accessories for Dayton's, Minneapolis, has joined The Emporium as gen. mdse. mgr. of womens, misses and junior coats, suits, dresses, sportswear and intimate apparel.

COLORADO

Denver. Linda Amell, former div. mdse. mgr. of intimate apparel, childrens wear and fabrics for May D & F, has joined Fashion Bar, as accessories buyer.

CONNECTICUT

New Britain. Carol Najduch, former div. mdse. mgr. of accessories for G. Fox & Co., Hartford, has joined Davidson & Leventhal as div. mdse. mgr. of fashion accessories and cosmetics for D & L stores and as div. mdse. mgr. of junior dresses, junior lingerie and accessories for Weathervane stores.

FLORIDA

St. Petersburg. Carol Bernardo, who has been buyer of handbags and small leather goods for Robinson's of Florida, has been named general manager of the new branch store scheduled for August opening in Countryside Mall, Clearwater.

GEORGIA

Atlanta. Carla Klepper, former handbag buyer for Maas Bros., Tampa, has joined Rich's, Inc., as buyer of fashion accessories (neckwear, handkerchiefs, umbrellas and gloves). She succeeds Jayne Phillips, who will now buy costume jewelry.

ILLINOIS

Chicago. Marge Coleman, former buyer of sportswear and accessories for Frances Heffernan, Inc., Winnetka, has joined Stanley Korshak, Inc., as director of fashion merchandising, a new post.

Rockford. Deborah Woodruff has been named buyer of hosiery and fashion accessories at Weise's succeeding Beverly Barrett, who will now buy misses better and contemporary sportswear.

MASSACHUSETTS

Framingham. Irving Lief, v.p. and sr. mdse. mgr. of intimate apparel, accessories and toys for the Zayre Corp., will assume domestics. He succeeds Gerald Davis, who has left the company.

MINNESOTA

Minneapolis. Allen Mathews, buyer of intimate apparel, hosiery and accessories for Bjorkman's has added the buying of coats and suits.

Minneapolis. Stephen Watson, former buyer of village sportswear, village sweaters and focus shop for Dayton's has been promoted to div. mdse. mgr. of intimate apparel. He succeeds Barbara Armajani, named dmm of fashion accessories, replacing Marvin Goldstein, who resigned.

NEW YORK

New York City. Steven Roemer, who recently joined Abraham & Straus as div. mdse. mgr. of men's furnishings and accessories, has added the merchandising of men's tailored clothing and sportswear, succeeding Walter Rossi.

Joan Stonich, former book buyer for A & S, Brooklyn, has been promoted to buyer of cosmetics and men's toiletries. She succeeds Alan Beck, who will now buy misses sweaters and blouses, replacing Lani Z. Lipis. Ms. Lipis now buys jewelry, watches, handbags, umbrellas and small leather goods, succeeding Austin Chinn, resigned.

(continued)

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News & Notes
(continued)

New York City. In a realignment of merchandising responsibilities at Associated Merchandising Corp., Jean Shargel, div. mdse. mgr. of intimate apparel, has added advanced (contemporary) apparel and advanced accessories. Marcia Blizniak, mdse. rep., is handling advanced sportswear and advanced accessories.

Susan Markman, former accessories buyer for the New York office of Joseph Magnin, has rejoined A.M.C. as mdse. rep. for neckwear, belts, handkerchiefs, umbrellas and gloves. Floy Wakuya was promoted to mdse. rep. for hosiery and bodywear, succeeding Susan Skiades, who will now handle fine jewelry. Ms. Skiades replaces Elizabeth Tolle, who has assumed a new position as assistant fashion director.

New York City. Linda Morse has joined the Felix Lilienthal buying office as mdse. mgr. of accessories, cosmetics and stationery, succeeding Kathy Goldsmith, who is retiring.

OHIO

Akron. Kathy Eberly has been named buyer of neckwear and wigs at M. O'Neil Co., succeeding Karen Vereshack, who moved to better shoes. Another new appointment is that of Carolyn McGreynolds as handbag buyer.

Cincinnati. Susan McDonald, a former branch store div. mgr. for H & S Pogue Co., has been promoted to buyer-dept. mgr. of handbags and small leather goods. Lee Hofmann, who relinquishes these departments, will now concentrate on costume jewelry.

Cleveland. Robert Lancet, former merchandiser of rtw and accessories for W. W. Mertz, Torrington, Conn., has joined E. P. Roe Stores as gen. mdse. mgr. and rtw buyer.

OREGON

Portland. Judith Hofer, v.p. and div. mdse. mgr. of accessories and contemporary and junior sportswear for Meier & Frank, has been promoted to v.p. and gen. mdse. mgr. of rtw, intimate apparel, accessories and ladies shoes.

She will be replaced by Verne Stigge, whose former buying duties have been split between Don Vermeister, who will handle accessory tops, blouses and accessory sweaters, and Joyce Baczuk, who will handle millinery, fashion accessories and gloves.

PENNSYLVANIA

Philadelphia. Mike Quiles, former div. mdse. mgr. of accessories and intimate apparel for Rike's, Dayton, has joined John Wanamaker as div. v.p. and mdse. mgr. of accessories and cosmetics. These duties were formerly handled by Joseph Lafferty, v.p. and gen. mdse. mgr. of fashion merchandise.

MANUFACTURERS

A replica of a small handbag plant will be the setting for the skills and folklore of handbag manufacturers in the Bicentennial Festival of American Folklife.

Members of Local Union #1 of the International Leather Goods, Plastics and Novelty Workers Union, will participate from July 14 through July 25 in the Working Americans theme area, "Workers Who Clothe Us." Mr. Lou Nathan of the Fashion Institute will specially modify the design of an old-fashioned apron bag, which will then be fabricated by cutters, operators and finishers.

The following have been elected vice presidents of **Jaclyn, Inc.**: Michael Agresta-Imports; Robert Chestnov-Research & Development and Howard Ginsburg-Exports.

Frances M. Massey, has joined the **Henry-Richards Co.**, as merchandise coordinator. Formerly a merchandise manager of fashion accessories at W. T. Grant, Ms. Massey will work with M. Richard Meyers, president, in establishing merchandise guidelines for each of its divisions: Henry-Richards, HRM and Fashion Right Accessories.

Whiting and Davis, manufacturers of metal mesh handbags and purse accessories, have received the U.S. Department of Commerce "E" Award of Export Excellence.

Making the presentation to Whiting and Davis' president, Peter P. Aransky, and Certified Corp.'s president and board chairman, David A. Aransky was Margaret Heckler, Massachusettes congresswoman.

The "E" award is presented to those enterprises who demonstrate creativity in new merchandising and selling techniques, penetration into new, competitive export markets and maintainance of a coordinated marketing program utilizing foreign distributive agents, trade show participation, market research, training programs and other techniques which enhance an overall export effort.

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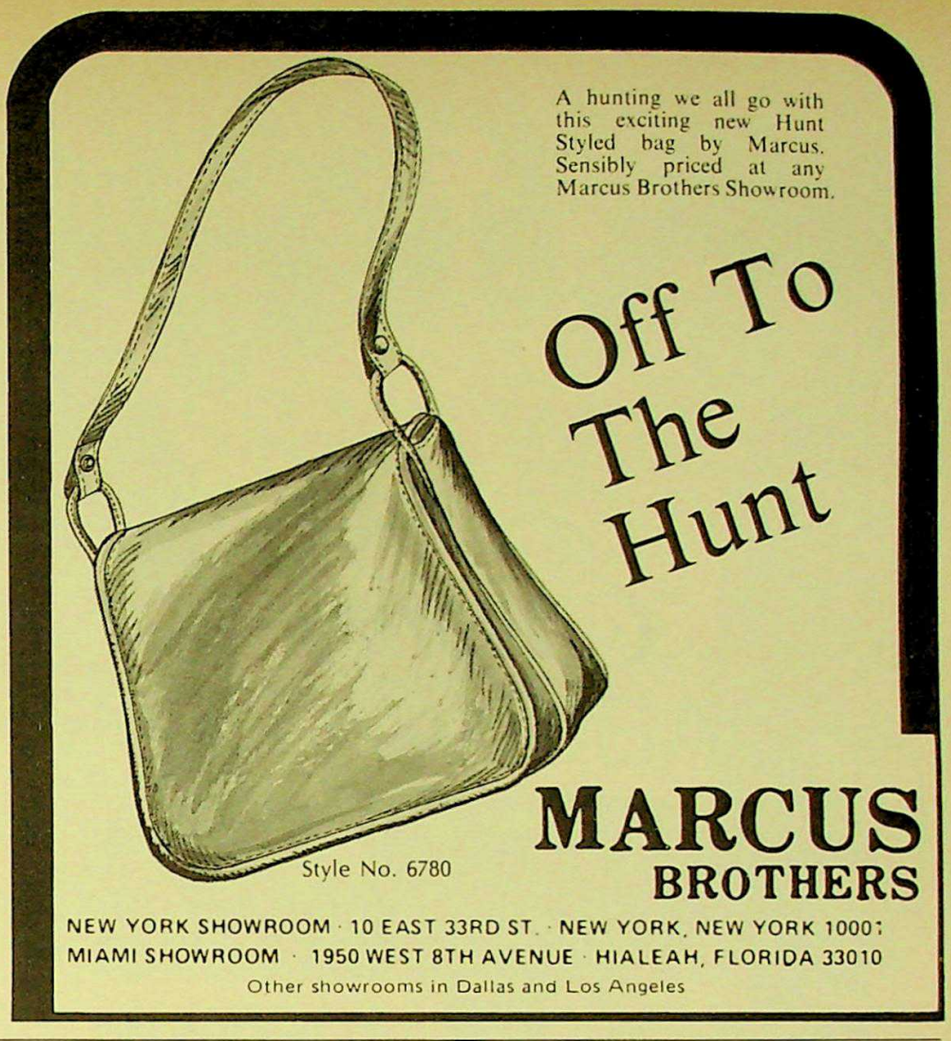
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News & Notes
(continued)

The Bag Game has announced the appointment of Lee Stemer as its designer of totes. Designing handbags and totes as a hobby led to Stemer's opening of a Design Studio in New York. He subsequently formed his own company and then worked with other manufacturers. Stemer will be instrumental in introducing a popular priced line of totes for The Bag Game.

Samsonite Corporation has announced the formation of a new Public Affairs office at its Denver headquarters. Peter R. vanDernoot has been named Director of Public Affairs for Samsonite.

Mespo Umbrella Co. has announced the appointment of Phil Stengel as regional sales manager for its west coast operation. Mespo is undertaking a major expansion program which includes opening a Los Angeles showroom and shipping facilities which will be handled from the west coast by Stengel. Mespo Umbrella Co. is headquartered at 22 West 32nd St., New York City.

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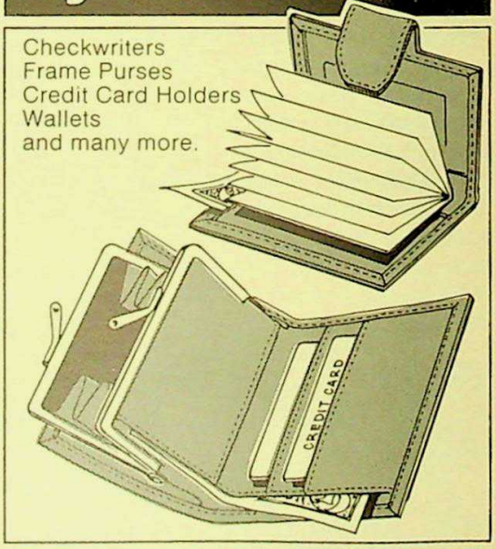

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"We've finished what we started," is the company slogan of **Kirk Enterprises, Inc.** The company is one of the largest jewelry-casting operations in the southwest and is now manufacturing and marketing a full line of finished jewelry.

More than 3000 items are presently included in the company's finished jewelry line and will be shown to buyers and retailers in a full-color catalog. Although southwestern motifs, both contemporary and historical, predominate in the new Kirk line, many patterns reflect the influence of other decorative design traditions, including art nouveau, art deco, Victorian and Edwardian styles.

A special summer discount sale of color boxes was announced by **Howard Decorative Packaging, Inc.**, to all retailers using giftware packaging. The sale begins July 1st and ends August 31st. For the duration of the sale, Howard's Color Pac line of pre-wrapped boxes is offered at the same price usually charged for white boxes. The line comes in seven colors. For more information write to 7300 N. Lawndale Ave., Skokie, Ill. 60076

NHA has signed a new long-term lease at the Empire State Building for space twice the size of its former headquarters. Officiating at the lease signing ceremony, seated from left to right, are: Hyman Hills, Association v.p.; Theodore Ginsberg, Association president; and Robert L. Tinker, gen. mgr. of the Empire State Building. Standing, from left to right, are Association officers: Edward S. Levy, executive director; M.Richard Meyers, treasurer; and Barry Frankel, secretary. At far right is Robert L. Luery, handbag industry specialist.

RETAILERS

Gimbel Brothers, Inc. has promoted Joseph Maggiere to the new post of Corporate Director of Construction. Martin S. Kramer, Gimbel Brothers Chairman, said Mr. Maggiere will have supervisory responsibility for construction and renovation of Gimbels department stores only. There are presently 38 Gimbels stores in four major metropolitan areas and a new Gimbels is presently under construction on Market Street in downtown Philadelphia. Upon completion late in 1977, it will replace the existing 82 year-old Gimbels store.

Groundbreaking for an $8 million, 145,000 square foot department store in Portland, Oregon, is scheduled for August. The store will be constructed by Broadmor Properties, Newport Beach, Calif. and leased to Seattle-headquartered **Nordstrom, Inc.** Completion is set for the fall of 1977. The Nordstrom store will be the first building to be constructed for retail use in the downtown area in more than 50 years.

SUPPLIERS

Kingsley Machines is presently marketing a portable monogramming machine to imprint leather and plastic items while the customer waits. Sales aids, style guides and ideas for monogrammed sales promotion are also included. Free samples and complete information, including details of their rental plan, may be obtained by

(continued)

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LOS ANGELES: Dick Sheppard • 110 E. 9th St. (A1073) • (213) MA3-2527
SAN FRANCISCO: Don Bentley • 821 Market St. • (415) EX 2-3736
KANSAS CITY: Al Wasser • 250 Richards Rd. • (816) 842-0656
ATLANTA: Adrian Monk • Merchandise Mart (7-G-3) • (404) 688-7131
NEW ENGLAND, NEW YORK, MIDDLE ATLANTIC STATES: Gabriel Pecci
FLORIDA: Jack Hottel

News & Notes

(continued)

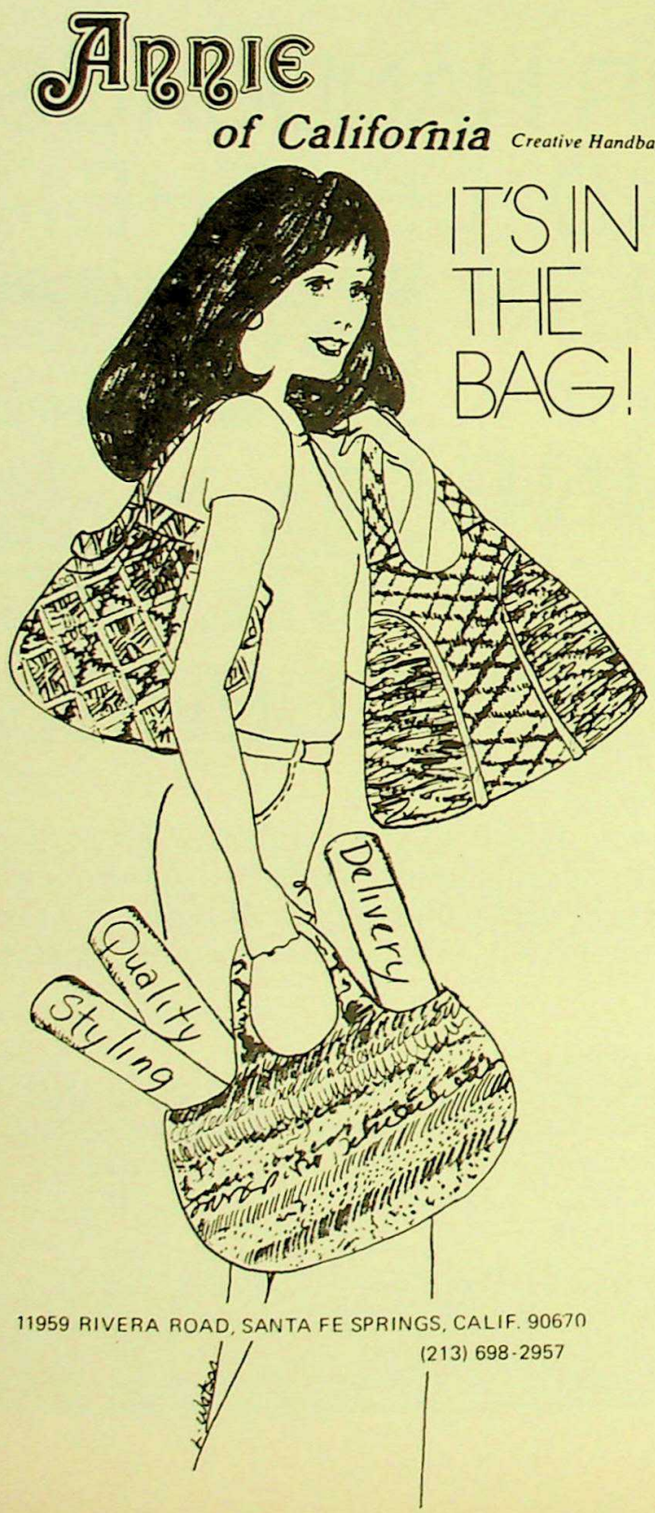
contacting Kingsley Monogramming Machines, 850 Cahuenga Blvd., Hollywood, CA 90038.

Majilite Corp., 36 Cabot Rd, Woburn, Mass., and Tec Fruili, S.P.A. Cormons, Italy, have announced the formation of a new company, **MAJI-TEC Corp.** The company will have exclusive USA rights for distribution of a new leather simulant: PORO.

PORO is soft to the touch, supple, light hand and breathable like leather. It has a subtly textured surface and a variety of grains and finishes, all with a cushiony suede-like back side. The price is about half that of comparable quality leather.

Roger W. Conley has been named **Talon's** new managing director of the firm's United Kingdom subsidiary, Aero Zipp Fasteners. A division of Textron's Consumer Group, Talon operates plants throughout the U.S. and abroad and produces a wide range of zippers, buttons, snaps, hooks and eyes, sewing tapes and braids.

Blackwood-Stocko Corp., a domestic manufacturer of various types of apparel and leathergoods, snap fasteners and a supplier of attaching equipment, has announced the appointment of Edward W. Evans as a regional sales manager of Pennsylvania, New York, New Jersey, Maryland, Delaware, Connecticut and Puerto Rico.



FINANCIAL

Hattie Carnegie Jewelry Enterprises Ltd. announced record sales and earnings for the year ended December 31, 1975. Sales for 1975 were $7,707,628 as compared to $4,398,607 for 1974. Net income was $588,213 ($1.18 per share) for 1975 as compared to $81,364 (.16 per share) for 1974.

Hattie Carnegie is a designer and manufacturer of women's jewelry sold under the tradenames of Hattie Carnegie, Lanvin and Diane Von Furstenberg; and manufactures and imports handbags and small leather accessories under the tradenames of Paristyle, Astrid and the Diane Von Furstenberg and Lanvin names.

Allied Stores Corp. reported record first quarter sales and earnings during the thirteen week period ended May 1, 1976.

Sales were $384,151,139 an increase of 8.2% over the $355,046,529 for the quarter ended May 3, 1975. Net earnings were $7,077,688, an increase of 67% over the $4,236,447 earned a year ago, and were equivalent to 85 cents per share of common stock compared to 52 cents in the 1975 quarter.

Per share earnings are based on the average number of shares outstanding which, for the 13 weeks ended May 1, 1976, was 8,272,651, compared with 7,952,968 for the 13 weeks ended May 3, 1975.

Results of **Sage-Allen & Co., Inc.** (Over-the-Counter) for the first 13 weeks ended May 1, 1976, showed an 8% increase in sales and a 20% reduction in net losses compared with the corresponding period a year ago. The net loss for the latest period was $126,567, or $31,731 lower than the year-ago loss of $158,298. Before taxes, the loss for the latest period was $103,931 less than it was a year ago. Sales rose to $7,727,037 from $7,149,220 in the first 13 weeks of 1975.

Sage-Allen is Connecticut's largest independent department store organization, with 13 specialty department stores and other retail outlets in Connecticut.

Consolidated Accessories Corp. has announced increases in both sales and earnings for the fiscal first quarter ended April 30. Shareholders were told

that the recently announced first-quarter earnings of $392,000, or 64 cents per share, set a record for any quarter in the company's history. The 22% increase in sales during the quarter, to $6.4 million from $5.2 million in the same quarter last year, was built on sales gains in all three of the company's operations—22% in handbags and accessories; 45% in the LeNar Jewelry subsidiary and 15% in the Rhealee Accessories subsidiary.

Mervyn's a 28-store California department store chain, announced record operating results for the 13-week period ended April 25, 1976.

Net earnings for the quarter rose 50% to $1,028,000 compared with $686,000 a year earlier. Net earnings per share were 22 cents on an additional 481,487 average shares outstanding, versus 17 cents for the year-earlier period. Sales climbed 31% to $44,184,000 compared with $33,707,000 during the first quarter a year earlier.

PUBLICATIONS

A public service communications campaign to improve economic understanding and knowledge of the American economic system was launched recently by the Advertising Council. A key element of the campaign is a 24-page, four-color booklet with illustrations provided as a public service by Charles Schulz. Entitled "**The American Economic System-and Your Part In It,**" the booklet describes our economic system in basic, simple, interesting terms. Individual copies will be offered free of charge and may be obtained by writing Economics, Pueblo, Colorado 91009.

Pre-publication subscribers to the 49th edition of Fairchild's **Financial Manual of Retail Stores, 1976** will save $10 on this year's book, due in early fall.

The Retail Manual, featuring for the first time, breakdowns of revenues by product or business lines, will be priced at $40, with a pre-publication price of $30.

The new edition will include detailed financial profiles on an estimated 500 publicly-owned corporations representing thousands of retail establishments. The Retail Manual can be ordered through Fairchild Books, 7 East 12th St., New York, NY 10003.

The first edition of the **Marietta College Crafts Directory USA**, a compilation of amateur and professional artists and craftspersons working throughout the U.S., has just been published. Directories may be purchased for $11 by contacting Prof. Arthur Howard Winer, MCCD-USA, Marietta College, Marietta, Ohio 45750.

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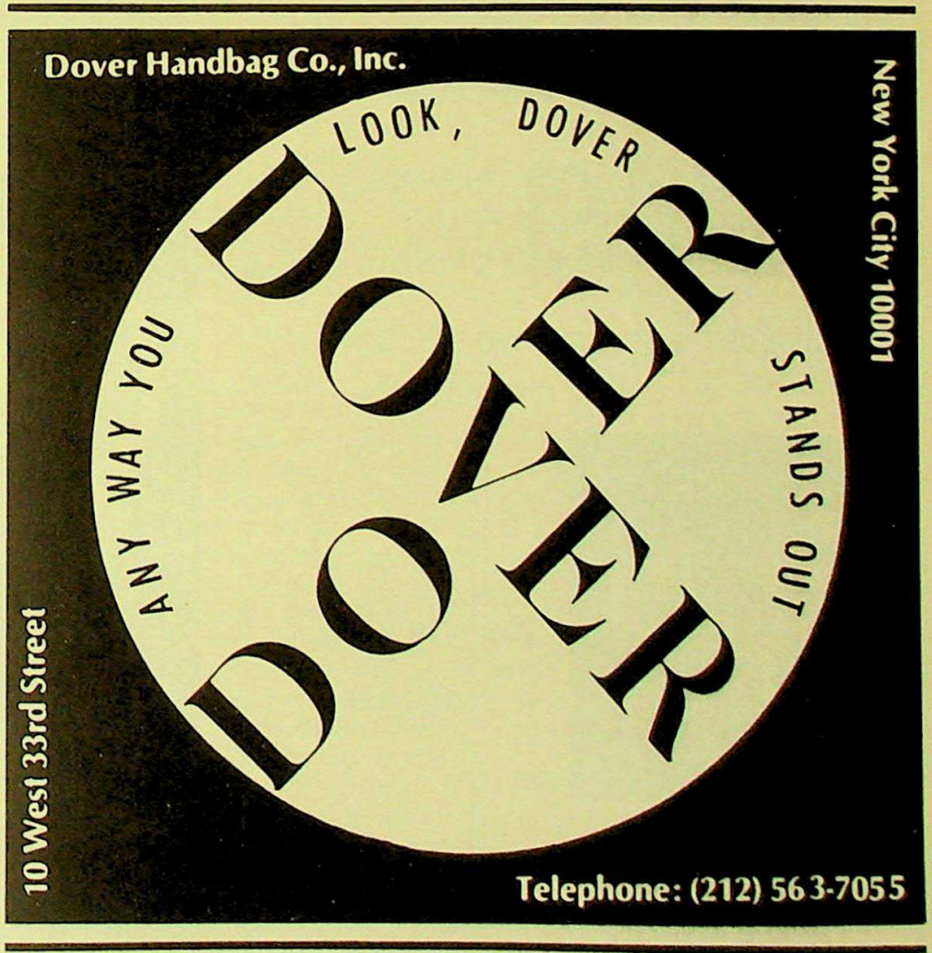

The 8th International Leathergoods Show

Trade Show in Trouble:

The Eighth International Leathergoods Show, held May 11-13, seemed tainted by the pervasive decrepitude of its surroundings--the old McAlpin.

Shows should be festivals of a sort--the air charged with the excitement of buying and selling, aisles between booths thronged with spectators and everywhere a flurry of activity, bustle and energy.

The general character of the Leathergoods Show was personified by the actions of the exhibitors--some sitting listlessly before their merchandise, some reading newspapers, some passing time chatting with their neighbors and others doing paperwork, looking up expectantly at each new passing face.

Where were the crowds?

Why do shows die? The answer begins and ends with people. People--their interest, care and concern are the lifeblood of a show and people were conspicuously absent at the McAlpin.

Although there were 71 exhibitors, representing 21 countries, there were 39 fewer exhibitors than last year. Italy, one of the mainstays in the international leather industry was holding its own show 26 blocks uptown at the Plaza. The Italians opted to pull out of the International Show to run their own two years ago.

Domestic manufacturers were busy in their New York showrooms dealing with the buyers in town for market week. They had never supported the International Show.

To observe is not to buy.

And the buyers--where were the buyers? Although 1000 visitors attended the show, including buyers from several major New York department stores, few were living up to their titles. Almost everyone went to the show to observe--not to buy. One important point, however, was raised: the results of a trade show are not always

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immediately apparent. Many buyers shop the show for ideas, for leads to new resources and do not make contact until after conferring with management.

Exposure is important

This was one salient point raised by several exhibitors. Those who attended the show for exposure were not disillusioned by the absence of orders. One German manufacturer, Heinrich Gey KG, used the show solely as a testing ground. According to the exhibitor: "This is the first time we have exhibited our goods in America. The show for us is essentially a trial, a test--an opportunity to get a reaction to our goods-styles, colors and prices. We want to know if there is a viable market here for us--if it is to our advantage to have a representative in New York. We have accomplished our purpose in coming to the show, having gleaned a great deal of valuable information regarding the American market."

Opportunity to make contacts

Other small exhibitors (both domestic and foreign) looking for New York representatives agreed that the show had been beneficial in providing them with contacts. Those who sold to wholesalers and jobbers were especially pleased. An exhibitor at Michael Butler Sales Ltd., an English manufacturer of small leathergoods who is repped in the U.S. by Stratton, stated that: "This is our best year in the show but we are selling to jobbers not retailers."

Nebulous rewards

With the decline in actual buying and the increase in "just looking," the meaning of the show has suffered. It's a considerable gamble, especially for small exhibitors and foreign manufacturers who have expended large amounts of time and money to make an appearance and departed with "pie in the sky" hopes that three to four months later the orders may come through.

Buyers will decide

The continuance of the International Leathergoods Show depends entirely on buyer interest. Do they need it, do they want it, does it provide an essential service, does it help them do a better job? Almost everyone agrees that the show serves a useful function.

For the small specialty store buyer, it may be one of the few chances she has to shop foreign resources.

For the small domestic manufacturer, leather craftsmen and new companies, so much in need of exposure, this is the only show at which they can exhibit.

For the small foreign manufacturer, it is probably their only opportunity for exposure to a number of buyers in the U.S. market.

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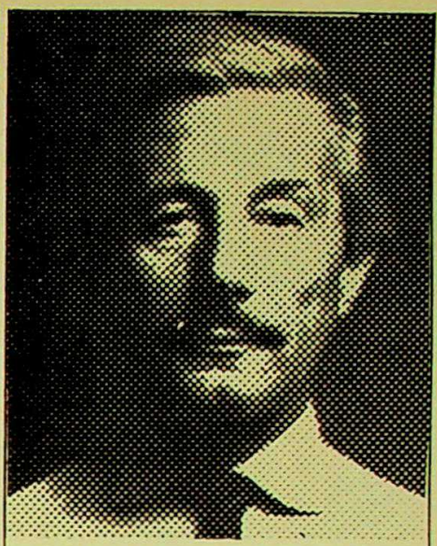

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International Show

(continued)

The future?

At present, the continuance of the International Leathergoods Show appears extremely tenuous. One exhibitor offered a possible solution: one large show covering all leathergoods, to counteract the progressive splintering phenomenon that is taking place.

Will there be a Ninth International Leathergoods Show or is it, like its host the McAlpin, crumbling at its very foundations? The answer remains to be seen.

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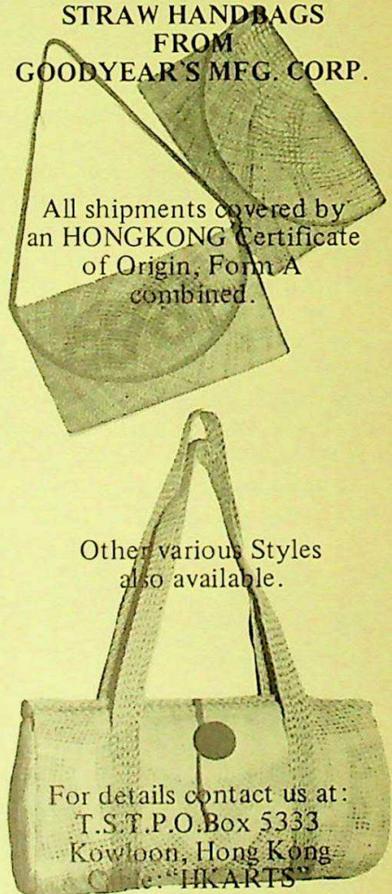

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Professional Arts, Crafts & Indoor Plants Show
July 27-August 1
Pacific Design Center
Los Angeles, California

Chicago Gift Show
August 1-6
McCormick Inn, Palmer House & McCormick Place
Chicago, Illinois

Luggage & Leather Goods Show
August 8-12
International Centre
Toronto, Canada

Fall Gift Show
August 8-12
International Centre
Toronto

New York Gift Show
August 15-20
New York Sheraton and New York Coliseum
New York City

Gift & Decorative Accessories Show
August 20-September 1
Miami International Merchandise Mart
Miami, Florida

International Leathergoods Fair
August 28-September 1
Offenbach, Germany

Florida International Gift Market
August 29-September 1
Miami Merchandise Mart
Miami, Florida

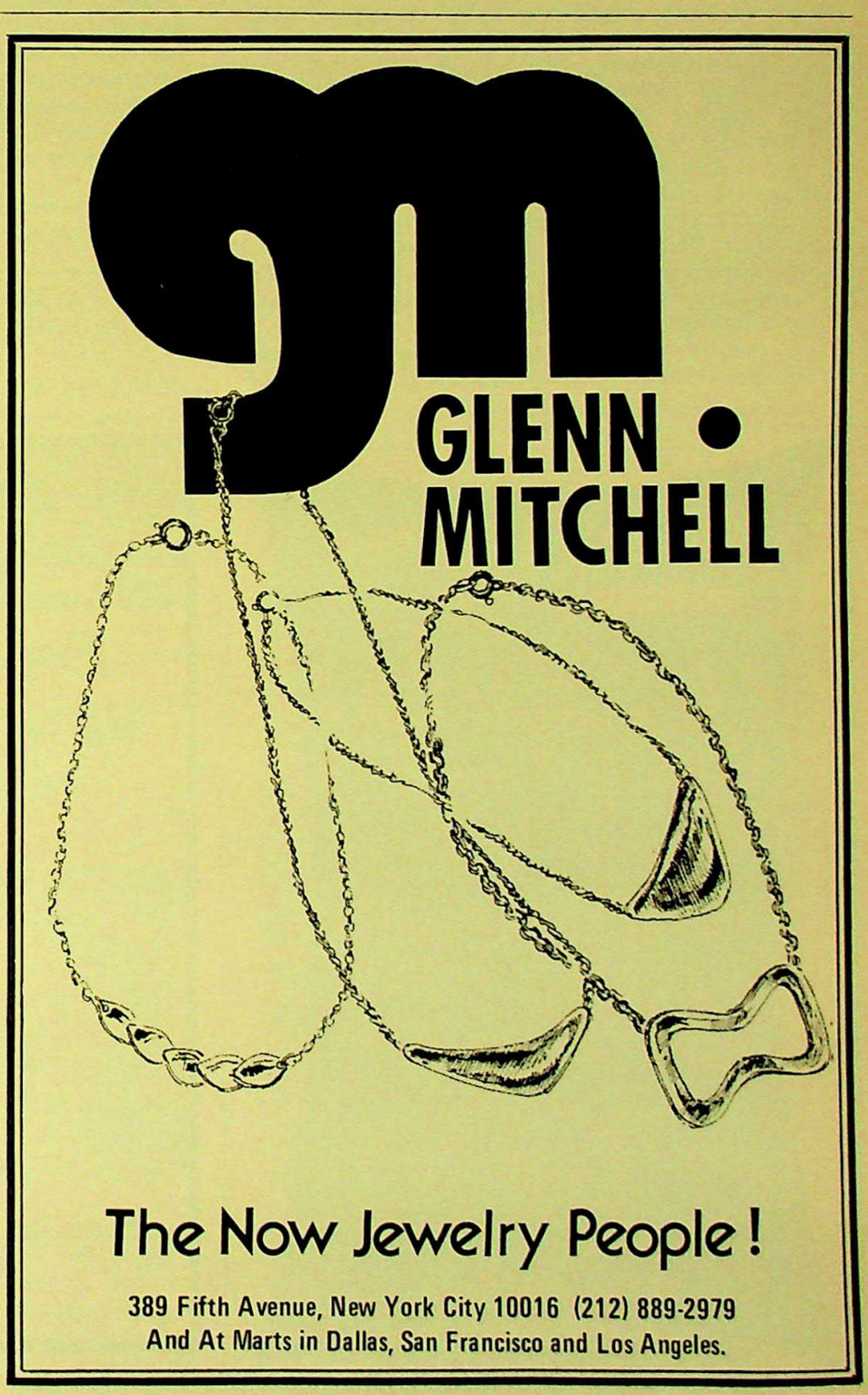
4th Hellenic and International Fashion Fair
September 1-4
Caravel Hotel
Athens, Greece

Indian Summer Arts and Crafts Festival
September 10-12
Marietta, Ohio

Mexfair 76
September 12-16
Convention Center Hall
San Antonio, Texas

Boston Gift Show
September 12-16
Boston Sheraton Hotel
Boston, Mass.

Ft. Lauderdale Gift & Jewelry Show
September 28-30
Pier 66 Ballroom
Ft. Lauderdale, Fla.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Midwest Report *(continued from page 8)*

could find wonderful touches—Chinese embroidery, denim with unusual handcrafting, antique silk purses. The largest crowds were at the smoking paraphernalia booths—one in particular could have sustained the entire show in interest.

It is true that small artisan lines benefit from this representation. It is also true that *if the show is to be a valid buying experience for the conservative midwesterner it needs to have many more national lines with focus on substantial saleable items — in good taste.*

Handbags adhered to the call of the West. Latigo lovers should be particularly interested in Omega's new Yukht bag from Poland. With stiffer, more durable leather, this Frye-colored bag comes in updated styling that is visually appealing (clutch, tote, mix with canvas, etc.) Omega's belt line concentrates on originality in the buckles and narrowness (1'' or less). The designer striping of the ribbon belts has a new discovery freshness.

LaVenta, an Indiana outfit, displayed well-made small leather pouches ($2-$2.50 gross) suitable for travel, cigarettes, etc. (shades of the cowboy's pouch of yore!).

The T's were there en masse—silk screened, initialled, hand-painted—you name it and you can wear it! Latest entries to the personalizing craze were the backpacks and tote bags. Quaker Trademark Company uses vinyl transfers and iron-on flocks for the names and decals. This East Coast trend (featured in Lord & Taylor) is just in its infancy in the midwest in terms of mass consumerism.

Marc Creates—dimensional sculptured key rings that hang on belt loops in shapes from heart to butterfly to gravity hook. More like a piece of jewelry than a key holder, these unusual rings were tested in St. Louis and overwhelmingly approved by the ''jeans set.''

Rosecraft Jewelry offered prewashed denim costuming for the teens and I Like You apple jewelry for the very young. Cashing in on the Indian impetus were wampum bracelets and pendants made from the quahog shell polished to a lovely lilac sheen in silver inset.

''Baring the shoulder'' trends brought the elasticized tube tops back into prominence along with long, shirred body huggers, halters, and tunic length tops in gauze in a warm weather parade.

St. Michel manufactures Indian cottons that are designed in Paris and have a sophisticated European feeling. Windowpane checks, engineer stripes and deep colors pattern their vests and detachable bicycle straps on pants and tunics (carried in Paul Harris stores, Carsons and Stevens).

Denim does it again—and again! The look is soft, prewashed and less faded—a darker, cleaner version of jumpsuit, jacket, vest or jean. Viceroy has adapted the French cut in a skinny cigarette jean approximately 16'' at the bottom which can be tucked into boots or rolled up. They go one step further and team the skinny with a loose blouson top reversing the trend of the past few years.

Southeast Report *(continued from page 8)*

continue. Newest sequin designs, all in 15'' lengths, feature subdued colorations (although some styles are available in bright greens or reds) and various lucite motifs. Gemstone designs add another dimension to the line and are particularly

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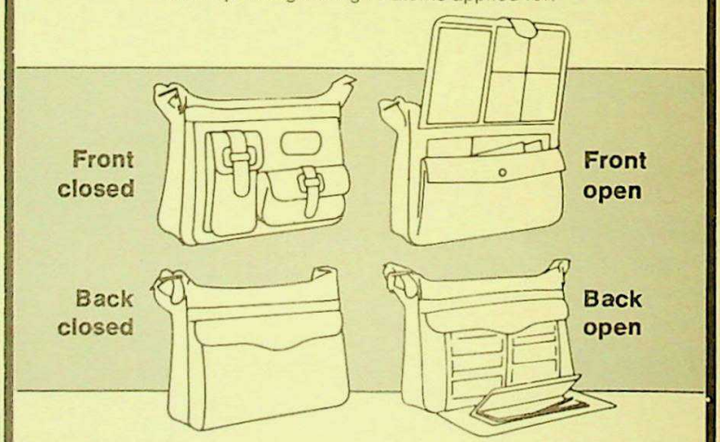

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attractive in bangle styles. Sutash neckwear and earrings in shetland or bright shades complete the fall line.

Fall marks the second season Sunshine Creations, Inc. is showing men's jewelry. "Our men's collection is moderately priced," stated Ms. Lewitin. "Price is especially important here since women usually buy jewelry for men and will not buy if they consider it overpriced." Leather, wood, stone, brass, copper and high quality chains are used in clean simple designs.

Judy's Things began in Atlanta as a source for custom Christmas decorations. Three years and yards and yards of ribbon later, fashion accessories have become the mainstay of this business. Judy Freeman, owner and designer, creates with ribbon her distinctive look in handbags, belts, scarves and sportswear. Every piece is made of or trimmed with ribbon, mostly grosgrain, in stripes, florals, polka dots or solids. Colorations are available in pastels and earthtones but Ms. Freeman reports best sellers are vibrant bright shades.

Her best selling handbag is a soft satchel with tortoise handle at $25 retail. Also included in the handbag line are envelope clutches and an evening bag with tassled cord shoulderstrap. All handbags are ribbon-trimmed and may be mixed or matched with scarfs, belts and ribbon-wrapped bangles. There is even a neckwire dangling a frog, sand dollar, shell, bee or lion to match the belt buckle. "I had never intended to match the entire line but that's the way orders came in so now everything is matchable," said Ms. Freeman.

Vinyl belt strips and woven ribbon belts have been in the line for a long time but the newest best seller is a "D" ring design. This double thickness of striped grosgrain is reversible and one size fits all.

Judy's Things' styles are classical and traditional—certainly not trendy. "Customers who buy Lilly Pulitzer clothing and Pappagallo shoes are usually the ones who also buy Judy's Things," explained Ms. Freeman.

Kappy King, owner of Kappy King Imports, began her business as a result of a pleasure trip to Greece. So many friends admired the jewelry she had selected in Greece that Ms. King decided to import. She started with Greek sources only but has now expanded to include Italian designs. Sales and interest have increased substantially in two years, allowing for representation throughout the country as well as an Atlanta showroom.

Ms. King aims to bring a European high fashion look to small stores who do not go to Europe to buy. During extended buying trips twice a year, Ms. King selects the finest in craftsmanship and quality in a moderate to high price range. New fall jewelry from Greece features fine gage wire twisted to resemble sutash, mesh wire styles (an update on last season's best selling slinky neckwire) Byzantine looks created with serpents, gold coins and spectacular combinations of tortoise, gold and leather. One leather choker is coiled with wire that is interrupted by shapes resembling cooled molten metal.

Southwest Report *(continued from page 8)*

But hats were also starring, especially the fedora in felt for a smart menswear look while small brimmed tweed hats added texture to a corduroy blazer outfit. The beret, the schoolboy bill, the engineer's hat in rough suede coordinating with a body poncho all were important.

Betmar accessorized a smart jumpsuit with an off-white stitched brim fedora with ribbon trim. Asbury topped off a camel blazer and plaid trousers and vest with a rust felt fedora and also teamed a crocheted hat with rolled brim, with matching shoulder bag. Phyllis Ann's ribbed knit hat looked

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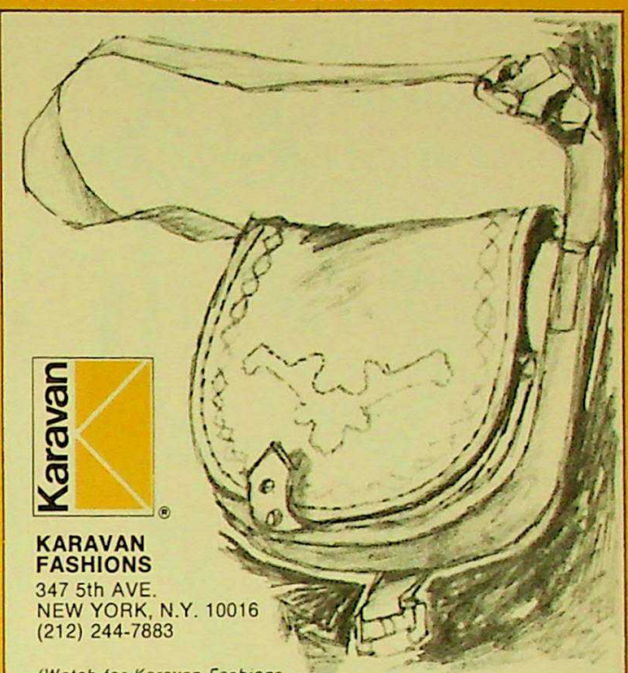

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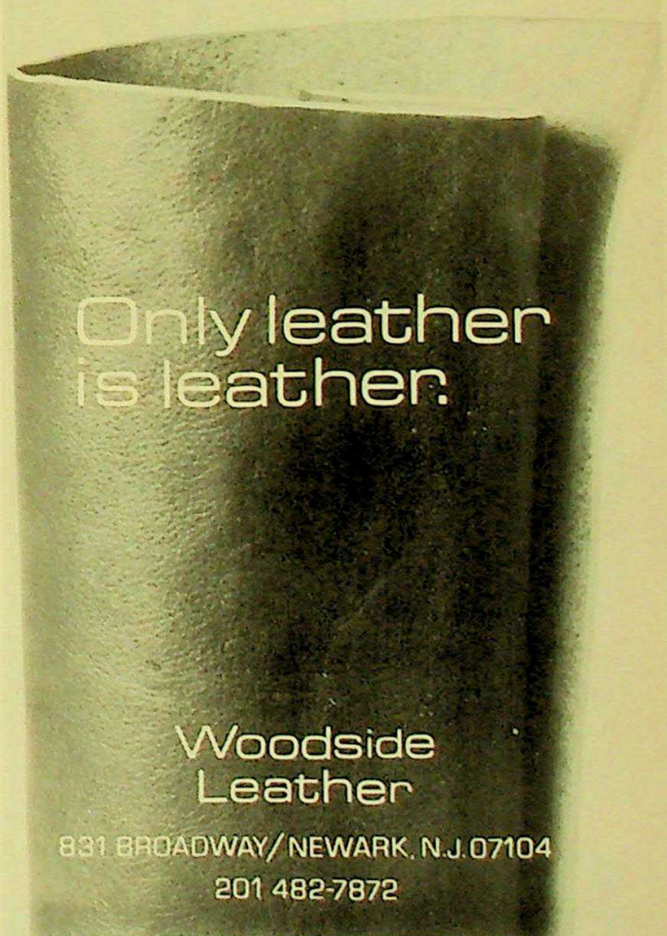

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(continued)

wonderful worn under a cape hood.

Handbags are running the gamut in sizes. Some are going smaller, especially as underarms. Or they are larger and longer, such as in Phillippe of California's bandolera natural leather hunting bag with its jingling buckle hanging from the bottom. Among the lady like looks were Anne Klein's underarm with wrist strap...Gaetano's wine underarm contrasting with a raspberry dress...Bonnie Cashin's very ladylike woven leather navy bag with the thinnest of shoulder straps...Annie of California's crinkled gauze in black that gave the effect of shirring.

For the young, jean bags go soft and cuddly in Carpet Bags' blanket bags of warm fuzzy fabric. Aztec's woven prints and Bags by Pat's fabric totes appliqued with frogs, tennis angels and monograms were great junior designs. Anne Klein's hobo goes glamorous in suede and leather.

Suedes were important in combinations of grays and rusts or reds and browns for evening and daytime. There were smart unisex wrist envelopes of leather or suede, and Dallas Handbag introduced a suede and leather drawstring.

Some novelties bear watching. Phillip's unstructured parachute cloth shoulderbag, for instance, is soft and pliant enough to fold into its own pocket.

One of the biggest scarf looks this fall, Ms. White says, will be the wrapped neck look, such as California Things ascot scarves to fill in a blazer neckline. Shawls may wrap heads or serve as ponchos. Body blankets go either large or short and have matching suede mittens. The most popular size, reported Ms. White, is the 22-inch square.

Still important in jewelry are the semi-precious stones and sterling cuffs and collars. Necklaces may be layered, too, in coordinating but different beads of ivory, tortoise and gold. Asbury presented such fun ethnic looks as reproductions of brass nose rings and fertility goddesses strung on silk cords. Red Cobra showed braid with horn trim and cuffs in gray and bittersweet clay. Sheila Davlin used graduated ivory beads with cuffs.

A strong interest in hardware is seen in this season's belts, which come in various widths to accessorize jumpsuits and skirts. Calderon featured a double-crested lion head closure. Anne Klein's natural leather was teamed with brass hardware. Slam mixed black, camel and brown in a stretch belt.

A look of haberdashery, complete with straight lined skirt, buttoned vest and jacket and tie accent, promises to be the look in fall day wear. Shown at the Dallas Apparel Mart.

THE MARKETPLACE

Classified ads are $20 inch (approx. 6 lines type. If you wish to use a box number, there is an additional charge of $10. Send ads to Terry Petak , HANDBAGS & ACCESSORIES, 80 Lincoln Avenue, Stamford, Conn. 06904.

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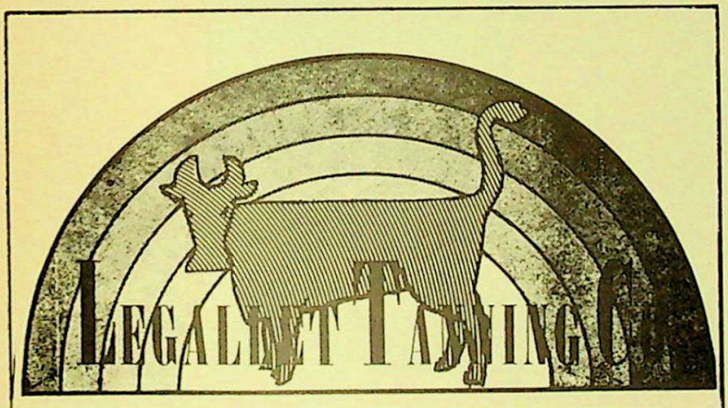

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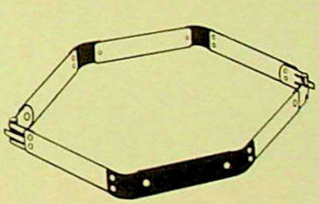

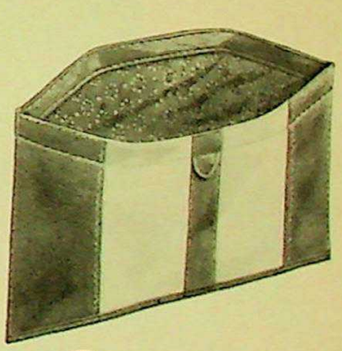

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Anchors Away!

We all made it to the boat on time for H & A's wedding of the year: Renee and Roy Makowsky were married on the ferryboat Chelsea, at Stamford, Connecticut, Saturday, May 22nd.

The Chelsea needed an anchor that day...if happiness, celebration and enthusiastic merry-making could generate energy, the Chelsea might have ended up in the South Seas!

As the saying goes, "A picture is worth a thousand words" and the best way to convey the feeling of this occasion is to look at the faces... D.K.

Home port: with Bob and Wray (Roy's son and daughter) and Lynn (Renee's daughter).

Four at the helm: Jean, matron of honor (also an H&A cover girl), Roy, Renee and Ray, best man.

What a crew! The H & A staff: our fearless leader, Ren, captain of Business Journals and the good ship Chelsea; our production manager, Fran (who sees us through many a monthly storm); Marnie, courageous captain/editor of Luggage & Leathergoods; Renee, our admirable admiral at H & A; her Captain Terrific—Roy; our undaunted salesforce, Deloris and Jeff, who sail through the market seeking buried treasure; our cheerful Blue Book director, Joni; and assistant H & A editor/ensign, Diane, who's busy learning the ropes—lines, that is.

INDEX TO ADVERTISERS

Our editors provide this convenient alphabetical index to advertisers as a service to our readers. Reading the advertisements is like making a monthly trip through the market, keeping our readers abreast of who is doing what and where in the fashion accessories field. It's an education in itself. That's what H & A is all about. Enjoy!

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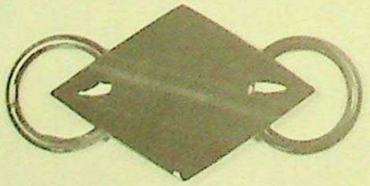
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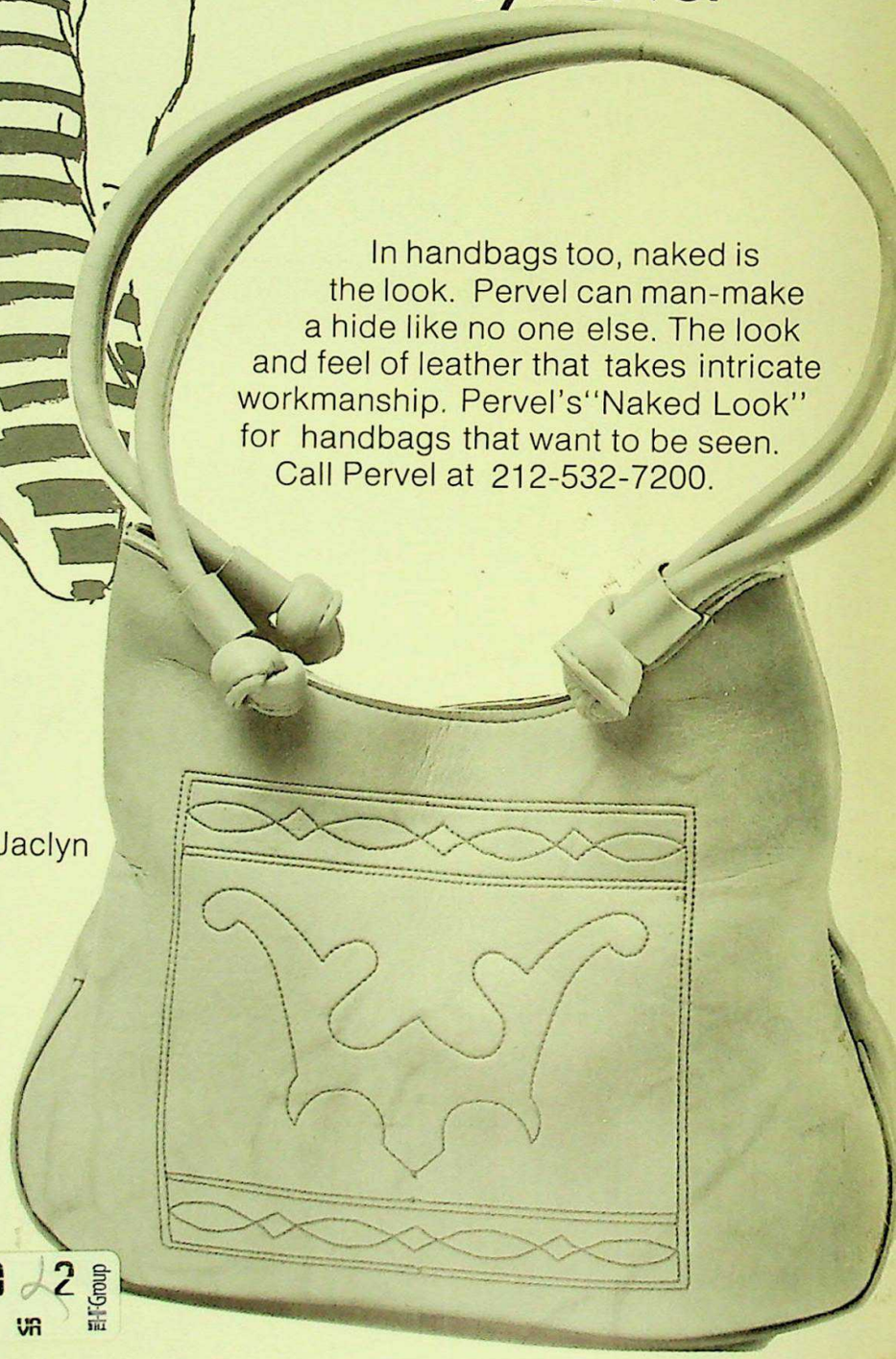

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